



About Tracey Henry Consulting (THC)



THC is led by Tracey Henry, an experienced public relations professional with over 20 years' experience in lifestyle, health and wellness, culinary and nightlife clients. With a strong focus on media relations, strategic pitching, marketing and brand consulting, Tracey once accomplished a rare “hat trick”—placing clients in three different stories in a single edition—in none other than the *New York Times*. Her later cancer diagnosis inspired her to refocus her professional efforts exclusively on the promotion of cannabis-related business, personalities and products, and led to the formation of Type A Media/ Cannabis Lifestyle Communications in 2015 and Tracey Henry Consulting in 2018. Tracey was proud to serve in 2018-2019 as National Headquarters Publicist for the cannabis leadership organization Women Grow.