



MEDIA RELEASE  
Monday April 25th 2022  
Launch of reGEN media

Media Contact:  
Charlene SanJenko  
reGEN media  
Sunshine Coast, BC

The Power of Media is in Our Hands



## Walking her walk.

### Charlene SanJenko is reGENerating Reality

Sunshine Coast, BC, Canada - Indigenous Media Visionary Charlene SanJenko, and the founder of PowHERhouse is walking her talk of 'regenerating reality' May 6-9 with the community launch of her impact media company, reGEN in her rural hometown on the Sunshine Coast of Canada.

For the last nine years as the founder of PowHERhouse, Charlene SanJenko has been walking alongside Indigenous and non-Indigenous leaders and amplifying their changemaking stories across Turtle Island to shift the narrative of what we see and who we are celebrating, driven by her call-to-action that what we consume in the media is what we become.

Over the weekend of May 6-9th, Charlene is taking her vision of H.E.R. (Human Expansion Realized) further as she hosts a curated series of events to re-imagine possibility when we take the power of media into our own hands.

- [Friday May 6th - Community Changemaker Table of Twenty \(by invitation only\)](#)
- [Saturday May 7th - reGEN Launch Celebration \(by invitation only\)](#)
- [Monday May 9th - LinkedIn Live Media Panels \(open to everyone\)](#)

What and Why reGEN? - Redistributing \$282.8 billion in advertising dollars. reGen is a 100% Indigenous-owned and female-led impact media company based in Canada, an intermediary who matches progressive impact investors and purpose-driven brands with reGENerative media projects that tell inspiring and transformative stories, to collectively shift the narrative and lift humanity.

On average \$250 billion advertising dollars are spent annually in North America, and that's a drop in recent years due to the coronavirus. Budgets are expected to rebound to \$282.8 billion by 2022 (statista.com). Global reports estimate that total Internet traffic grew by 40 to 60% during the spring 2020 global lockdown period with access to newspaper sites, video chat applications, gaming and home-based work, and learning programs driving this increase.

**reGENerating Reality**  
THE POWER OF MEDIA IS IN OUR HANDS  
MAY 9TH 4 Panel Discussions about  
Changemaking and the Power of  
Media to celebrate the launch of  
reGEN media.

**10am - Being a Changemaker**  
Hosted by Tina Overbury  
THE STORIES WE ARE READY TO CHANGE

**12pm - The Power of Media is in Our Hands**  
Hosted by Charlene SanJenko  
SHIFTING THE NARRATIVE THROUGH FILM

**2pm - Braiding in the Boardroom**  
Hosted by Christina Benty  
RELATIONAL LEADERSHIP

**4pm - Seeing Through a Different Lens**  
A Conversation  
HOPE, CHANGE & MEDIA

All events will be hosted on Pacific Standard Time. To receive event updates, RSVP to the LinkedIn event. To learn more about reGEN media, visit [powherhouse.com/regen/](http://powherhouse.com/regen/)

MEDIA RELEASE  
Monday April 25th 2022  
Launch of reGEN media

Media Contact:  
Charlene SanJenko  
reGEN media  
Sunshine Coast, BC

The Power of Media is in Our Hands



### Who is Charlene SanJenko?

2x Founder and Indigenous Impact Producer, & Media Visionary, Charlene feels called to be a modern-day medicine woman through the power of media.

Charlene's 20-year+ commitment to the expansion of human potential and body of work has utilized the amplification of impact media to mirror human potential and activate greatness in others with a clear path to realize all that is possible, while holding space with hope for regenerative healing to happen for all our relations.



SanJenko is clear that the shift must be more than rewrapping advertising dollars. Read Charlene's Open Letter to Media [here](#).

*"It requires businesses to take responsibility for the future they want by reinvesting consumer dollars in socially conscious leader development programs and actively partnering as brand legacy executive producers in regenerative media projects.*

*Projects that give a proactive, hopeful voice to the many urgent issues and innovative solutions vying for our attention as global citizens of planet earth.*

*Media is a mirror of the reality we want." - Charlene SanJenko*

For more information about Charlene SanJenko, reGEN media and the upcoming community events May 6-9, please reach out to Charlene directly at [charlene@regenimpactmedia.com](mailto:charlene@regenimpactmedia.com).

