



## **Global Wellness Announces KaleidoMyco Signing The Wolf of Marketing Launching Digital Sales Platform**

**Vancouver, British Columbia, April 14, 2021 – Global Wellness Strategies Inc.** (formerly Redfund Capital Corp.)(CSE: LOAN) (Frankfurt:03X4) (OTC QB: PNNRF) (“Global” or the “Company”) announces KaleidoMyco agreement with digital marketing firm The Wolf of Marketing to launch digital sales platform.

KaleidoMyco is about the creation of a strong bond with online consumers and bucking the trend of having to go to stores during the new wave of Covid 19. Building a robust digital sales platform to immediately roll out new hemp extract infused functional mushroom SKUs is the first stage of building a trailblazer in myco wellness products.

The Wolf of Marketing was founded by Adam Stamatis, a full-service marketing agency that helps companies build an online presence and drive growth and sales. Within 20+ years, The Wolf of Marketing has become the industry’s leader for building user-friendly custom websites with time-tested digital strategies that focus on customer acquisition and retention. Adam Stamatis and The Wolf of Marketing team are excited to partner with KaleidoMyco and help identify gaps, create a better web platform, and build a customized strategy that aligns with our unique business needs.

“Creating the #1 global brand of hemp extract infused myco products is foremost to KaleidoMyco. This signing represents a major collaboration for KaleidoMyco, working together closely with Adam and his team to help build the revenues of the company. The Wolf of Marketing has the experience we’ve been looking for because they worked with top-hemp companies and increased their ROI.” Stated Meris Kott, CEO, Global Wellness Strategies Inc.

### **About KaleidoMyco**

KaleidoMyco is the world’s first company combining hemp extract, adaptogens and myco based ingredients to produce world-class, data-driven, science-based wellness products. It is dedicated to driving ground-breaking innovations in the production and delivery of myco derived formulations. KaleidoMyco has a team of experts who are actively working to lay the foundation in the psilocybin space as more developments in regulation become available.

### **About Global Wellness Strategies**

Global Wellness Strategies is a prospect generator that provides high growth companies with financial, operational, and management assistance in the fast-growing market for wellness consumer products. The focus of the Company is on global wellness, hemp and CBD, healthcare-related target companies.

**For further information please visit our website :** [www.globalwellnessstrategies.com](http://www.globalwellnessstrategies.com)

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*Further information about the Company is available on [www.SEDAR.com](http://www.SEDAR.com) under the Company’s profile.*

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