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**PROFOUND MEDIA GROUP, PAPAS MEAT AND SEAFOOD CO. LEAD WORLD
ENVIRONMENT DAY WORKSHOP**

Brand ambassadors launch a localized network of urban hummingbird sanctuaries ahead of global environmental initiative.

LOS ANGELES [June 1] – Anthony J. Rivera, founder of Profound Media Group (PMG), in collaboration with Jack Kiradjian, owner of Papa's Meat & Seafood Co. (Papas), hosted regional brand ambassadors for a specialized hummingbird feeder construction workshop on May 31, in advance of World Environment Day.

The invitation-only workshop marks the official activation of PMG's Community Impact Sector, a specialized division enabling entrepreneurs and brand ambassadors to engage in personal and professional development exercises while executing humanitarian-conscious activities.

"I've always dreamed of being in a position where I can help other people," Rivera said. "This event serves as a significant milestone and tangible evidence that I don't need a billion dollars just to make a difference."

The workshop directly addresses conservation efforts surrounding Southern California's Anna's and Allen's hummingbird populations, the primary pollinators active during California's wet season. Attendees were equipped with raw materials to build functional ecosystem infrastructure designed for deployment across residential and corporate spaces, establishing a localized network of urban sanctuaries.

"It's so nice doing something different and bringing people together," Kiradjian said. "I meet customers every day, but seeing everyone working together like this is really special."

This initiative introduces a new avenue for corporate social architecture in Los Angeles. PMG and Papas confirmed that these collaborative initiatives will scale throughout the year to drive creative stewardship and regional brand synergy.

Participating attendees represented local brands and organizations across multiple industries, including A1 Tech, Essential Behavioral Support, Pup N' Dots, Richey May, TruLine Realty, and Vozzni Inc.

About Profound Media Group

Profound Media Group is a media and human capital firm dedicated to driving market innovation, corporate leadership, and social architecture for modern enterprises.

About Papa's Meat & Seafood Co.

Papa's Meat & Seafood Co. is a Los Angeles-based purveyor of produce and prepared meals, committed to quality sourcing and regional community engagement.

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