

FOR IMMEDIATE RELEASE

UNMUTEDCO expands North with Launch of Toronto Office

New Canadian office reinforces mission to democratize technology, media, and economic opportunity for underrepresented communities

TORONTO, ON – October 31, 2025 – UNMUTEDCO LLC, a leading technology and media company serving Black and Brown communities, today announced the opening of its Toronto office at 20 Bay Street, marking a strategic expansion into Canada's diverse tech and media landscape.

The new office represents a critical strengthening of the company's mission at a time when Black communities in the United States face escalating attacks on civil rights, DEI initiatives, and economic opportunity. The Toronto expansion positions UNMUTEDCO to serve Greater Toronto's vibrant, multicultural population while establishing a stable foundation for continued innovation and community support.

"The relentless attacks on progress for Black and marginalized communities in the United States have made this expansion not just strategic, but essential," said **Alex Haynes, Managing Partner at UNMUTEDCO**. "Toronto's commitment to diversity, inclusion, and innovation aligns perfectly with our mission. We're not retreating—we're reinforcing our ability to serve our community from a position of strength."

Tiffany Mackey, Partner at UNMUTEDCO, added: "Canada has consistently demonstrated leadership in protecting civil rights and supporting diverse communities. Establishing our presence in Toronto allows us to tap into incredible talent, partner with forward-thinking organizations, and create opportunities for those who have been systematically excluded from technology and media sectors."

About the Toronto Office

The Toronto office will serve as UNMUTEDCO's international headquarters, focusing on:

- **Technology Innovation:** Advancing AI democratization through FannieLou AI
- **Media Production:** Expanding NoirPlus streaming content and NoirTube creator support
- **Business Services:** Providing NoirWorx CRM and complete business solutions to Canadian entrepreneurs
- **Community Partnerships:** Collaborating with Toronto-based organizations serving marginalized communities
- **Talent Development:** Creating opportunities for diverse technologists, creators, and business professionals

Strategic Importance

Toronto's position as Canada's largest city and a global tech hub offers UNMUTEDCO:

- Access to diverse, multilingual talent pools
- Proximity to major media and entertainment markets
- Strong government support for technology innovation
- Thriving Black Canadian and Caribbean diaspora communities
- Stable political environment supporting civil rights and inclusion

The office will initially focus on serving clients across Greater Toronto, with plans to expand throughout Ontario and broader Canada.

About UNMUTEDCO

Founded in 2018 from the merger of Visicom and Catalyst Next, UNMUTEDCO LLC provides technology, media, and business services specifically designed for Black, Brown, and underrepresented communities. The company operates multiple brands including NoirPlus (streaming TV), NoirTube (creator platform), Noirworx (business management software), Unmuted Academy (education), and recently launched WOKE.FUND to combat federal defunding of diversity initiatives.

UNMUTEDCO's mission is to democratize access to technology, amplify authentic voices through media, and build sustainable wealth in marginalized communities through business empowerment.

Toronto Office Information

Address: 20 Bay Street, Toronto, ON

Phone: +1 (647) 483-6700

Website: unmutedco.ca

Email: toronto@unmutedco.com

Leadership:

Alex Haynes, Managing Partner

Tiffanie Mackey, Managing Partner

The Toronto office will maintain the same commitment to quality, innovation, and community impact that has defined UNMUTEDCO's work in the United States, while building new partnerships and opportunities specifically for Canadian communities.

Media Contact

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About Greater Toronto's Black Community

The Greater Toronto Area is home to one of North America's largest and most diverse Black communities, with over 500,000 Black Canadians representing Caribbean, African, and North American heritage. Toronto's Black community has contributed significantly to Canada's technology, media, arts, and business sectors, making it an ideal location for UNMUTEDCO's expansion.

High-Resolution Images Available Upon Request

- UNMUTEDCO leadership headshots
- Toronto office location photos
- Brand logos and product screenshots
- Infographics on community impact

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UNMUTEDCO is committed to building a more equitable future through technology innovation, authentic media representation, and economic empowerment for Black and Brown communities worldwide.