



FOR IMMEDIATE RELEASE

PROI Worldwide Welcomes Tide Media Consultancy in Zambia, Strengthening its Presence in Southern Africa

Chicago, Illinois, USA: March 26, 2026 – PROI Worldwide, the world’s largest partnership of independent communications agencies, today announced the addition of **Tide Media Consultancy Limited**, an award-winning public relations and communications agency headquartered in Lusaka, Zambia. This strategic partnership further strengthens PROI’s footprint in south-central Africa and enhances its ability to support clients across key growth markets on the continent.

Tide Media Consultancy Limited was founded in 2020 by Stacey Baluske Mtika, who brings more than 13 years of experience in advertising, marketing and PR. The company was established to deliver strategic, integrated communications in a market traditionally focused on media relations alone.

The agency differentiates itself through a holistic communications offering and has been recognised as the Best PR Firm in Zambia for two consecutive years. The agency also has a regional footprint, with operations and collaborations in Kenya, Ghana, Namibia, Botswana and South Africa. Its services span corporate reputation, media relations, influencer engagement, research and analytics, social media management and public affairs, with recent innovations including the launch of an in-house podcast studio.

“Tide Media brings entrepreneurial drive, regional ambition and a strong track record of growth to our partnership,” said Angela Scaffidi, Global Chair of PROI Worldwide. “Their focus on scaling innovative PR services in Zambia and across Southern Africa aligns with PROI’s commitment to independent excellence and collaboration.”

The agency’s client portfolio includes Yango Group’s presence in Zambia, Botswana, Namibia and Ghana, Konkola Copper Mines, Emerald Bay and Ametrade. Tide Media has also been recognised as Best PR Partner for Africa by Yango Group, resulting in multi-market mandates across four countries.

Stacey Baluske Mtika, Founder will represent Tide Media within PROI: “Joining PROI presents an exciting opportunity to scale our business across existing regions and explore new ones. We are eager to network, share value with partners, tap into global trends and innovations, and continue elevating the PR industry locally and regionally.”

About PROI Worldwide:

PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world’s leading communications firms, providing clients with local expertise and global reach.

About Tide Media Consultancy Limited:

Tide Media Consultancy Limited is a Lusaka-based strategic PR and communications agency founded in 2020. The agency offers holistic communications services across corporate, consumer and government sectors, with a

growing regional footprint across Southern and West Africa. Recognised for innovation and rapid growth, Tide Media is committed to delivering impactful communications solutions for both local and international organisations.

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