

Farshi advances to Cannes Young Lions media finalist competition

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Crescent City native Sahar Farshi will be traveling to Cannes, France in mid-June.

Sahar is the senior negotiator, digital partnership, and Caroline Riggs, who shares the senior negotiator digital partnership role, participated in the Young Lions competition sponsored by National CineMedia and will represent Team USA, in the media category. These two Young Lions took first place among five finalists in the American competition.

Sahar is a graduate of College of the Redwoods, earning an associate in arts degree then transferred to California State University in San Francisco, earning her bachelor of science degree in business and marketing. Sahar works at Initiative Global Advertising in Chicago.

Sahar and Caroline presented their winning project in New York, last week. Their project centered around a nonprofit, The Creative Ladder, whose mission is to bring awareness to young people about careers in creative fields such as media, film, public relations and copywriters.

Sahar states, "Young people don't always understand that you can have a corporate-type career that is also highly creative, it boils down to lack of awareness for different types of jobs and industries."

Sahar Farshi expressed her humility and profound honor in being selected to represent Team USA at the Cannes Media festival among 70 international competitors.

She urged young people undecided about their career path to visit creativeladder.org. Creative Ladder is the official nonprofit partner for the 2023 Young Lions competition.

National CineMedia will feature the Cannes Media winner across 1,600 theaters and 20,000 screens, in the coming months.