

Luke Burrett Named Newsdesk Executive Producer at Just Now News.Press Enhancing Newsroom Vision

Exciting News! Luke Burrett Joins Just Now News.Press as Newsdesk Executive Producer

CAPISTRANO BEACH, CA, USA, July 5, 2024 /EINPresswire.com/ -- [Just Now News.Press](https://www.justnownews.press) proudly announces the appointment of Luke Burrett as the News Desk Executive Producer. An acclaimed entrepreneur with a notable track record in fashion, sports, and the cannabis industry, Burrett brings a wealth of experience and innovative strategies to the newsroom.

Luke Burrett's entrepreneurial journey began in 1993 with the founding of Silver Star Casting Company, which he transformed into a multi-million-dollar

enterprise and a dominant force in action sports, notably recognized in the UFC. Following the successful sale of Silver Star Casting Company to ABG/Leonard Green & Partners in 2010, Burrett launched One Punch Distribution in 2011. This venture positioned him as the exclusive designer, manufacturer, and distributor for Tapout specialty stores across the USA, and expanded his influence to Canada, Russia, and South America.

In 2012, Burrett partnered with NASCAR driver Kurt Busch to launch Panic Switch Army, securing a presence on the NASCAR SPRINT CUP Circuit. By 2015, he had negotiated an exclusive NASCAR merchandise deal with MONSTER ENERGY.

Further solidifying his diverse portfolio, Burrett co-founded The Medicine Woman Dispensary in Los Angeles in 2017. The dispensary quickly earned a reputation for excellence, winning Best Dispensary awards in 2021 and 2022. His strategic acumen led to partnerships with ICE T and the expansion of The Medicine Woman into multiple locations across the United States.



Luke Burrett

At Just Now News.Press, Burrett will leverage his extensive experience to oversee content production, focusing on fashion, travel, hospitality, technology, and sports news. His leadership is expected to enhance the organization's impact and global reach. Burrett's first two articles for Just Now News.Press, titled "[Hollywood Vatican](#)" and "[Blink 182 Petco Park San Diego CA](#)," have already garnered significant attention and set the tone for his innovative approach to journalism.

"We are thrilled to welcome Luke Burrett to Just Now News.Press," said Otto Moretti, Editor at Just Now News.Press. "His vast experience and visionary approach will be instrumental as we continue to expand our coverage and deliver timely, impactful news to our audience."

For media inquiries, please contact:
Sofia Garinia Media & PR, Just Now News.Press
Email: PR@justnownews.press

About Just Now News.Press: Just Now News.Press is a leading news organization renowned for its comprehensive and timely reporting on global events. Dedicated to delivering high-quality journalism, Just Now News.Press covers a diverse range of topics, including fashion, travel, hospitality, technology, and sports news.

Otto Moretti



Luke Burrett Freddy Negrete Charis B



Luke Burrett and Travis Barker Backstage Petco Park San Diego

JUST NOW NEWS.PRESS

editorsdesk@justnownews.press

Visit us on social media:

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/725391814>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.