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**SHADES OF GREENE LANDS TIKTOK DEAL WITH "THE STIKKI SHOW"**  
*Nate Greene to Produce TikTok Clips as "The Stikki Show" Aims to Attract Gen Z Viewers*

**Los Angeles (April 2, 2021)** — [Shades of Greene Productions](#) today announced a new partnership to produce TikTok content with [We Go Hard, Inc.](#), the parent company of the popular YouTube show "[The Stikki Show](#)." These two larger-than-life personalities are looking to grow their reach to a younger audience, and Shades of Greene CEO and Editor Nate Greene was up to the task.

Run by and named after Steve Greene and Nikki Limó, The Stikki Show has an audience of 566,000 subscribers and nearly 75 million views to date. The show's format on YouTube is easily replicable in short form on the popular social media platform TikTok, in which creators can shoot 15–60 seconds clips for just about anything. Some of the most popular trends are dances, recipes, and new fashion styles.

Nikki and Steve have lots to say that Gen Z wants to hear. They already produce "Tasty Tuesdays" recipe videos and [weekly Q&As](#) with their Patreon subscribers, so the transition into short-form videos will be a rewarding venture.

"We're excited to put our content onto this new platform. We hope to be on everyone's For You Page in a matter of weeks" says Nikki. "Steve and I are positive that Shades of Greene is going to take our brand to the next level with really professional editing of our videos."

CEO and Editor Nate Greene says his company is up to the challenge of expanding Stikki's content into the Gen Z social space.

"I've had a great working relationship with Steve and Nikki for years. I already produce their Instagram videos, but TikTok is an exciting unexplored area for me to dive into," says Nate. "I'm itching to get started on our first project. I've got a ton of ideas on how to edit their new recipe videos."

Nate specializes in transitions and lighting, and his work in short form is well documented. Having produced videos such as "MAKE THIS SUSHI WITH ME! | Tasty Tuesday" and the sketch "When people put up Christmas decorations too early," Nate has attracted 90,000 viewers, so this partnership is destined to result in explosive expansion of Steve and Nikki's audience.

**Media Assets**

For more information, images, and b-roll for "The Stikki Show," contact [amartin@apmmedia.com](mailto:amartin@apmmedia.com).

**About Shades of Greene**

[Shades of Greene Productions](#) began in 2017 and provides video editing services to content producers. With extensive experience in Adobe Premiere Pro, Final Cut Pro X, and iMovie, CEO and Principal Editor Nate Greene is well-versed in popular editing techniques and knows the industry trends. For additional information about the services provided by Shades of Greene, contact Nate Greene at [TheOnlyNateGreene.com](http://TheOnlyNateGreene.com).

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