

# Upside Gold Corp. Engages MCS Market Communication Service To Increase Investor Awareness

31.01.2026 | [The Newswire](#)

[Upside Gold Corp.](#) ("Upside" or the "Company") (CSE: UG) (FSE:47I) announces that it has entered into a six-month marketing services agreement (the "Agreement") with MCS Market Communication Service GmbH ("MCS") of Lüdenscheid, Germany, to conduct promotional and investor awareness activities.

Under the terms of the Agreement, MCS will provide a range of online marketing and investor awareness services (collectively, the "Services") for the Company, including campaign creation, advertorial production, and digital advertising initiatives designed to enhance visibility across European and North American markets. The Services will be executed via digital channels, including Google Ads and native advertising.

The Services will commence on February 2, 2026, and is expected to run for a period of approximately six months. The total budget for the campaign is â,~300,000, inclusive of advertising spend and agency fees, with â,~150,000 payable upon commencement of the campaign and the remaining â,~150,000 payable within 30 days thereafter.

MCS specializes in the management of online investor relations. MCS and its principal, Monika Woeste, are arm's length to the Company and, to the best of the Company's knowledge, do not hold any interest, directly or indirectly, in the securities of the Company or any right to acquire such an interest. No securities or options have been or will be issued to MCS or its principals as compensation for the services provided.

MCS Market Communication Service GmbH  
Saarlandstraße 28  
58511 Lüdenscheid  
Germany

The terms and conditions of the Agreement remain subject to the approval of the Canadian Securities Exchange.

On behalf of Upside Gold Corp.

Sophy Cesar

CEO and Director

[info@upsidegoldcorp.com](mailto:info@upsidegoldcorp.com)  
[www.upsidegoldcorp.com](http://www.upsidegoldcorp.com)

About Upside Gold Corp.

Upside Gold Corp. is a Canadian gold-copper exploration company that has entered into an option agreement to acquire a 100% interest in the Kena Gold-Copper Project, located in southeastern British Columbia, approximately 7 kilometres southwest of Nelson. The Kena Project consists of 198 mineral claims covering approximately 10,114.8 hectares, together with 11 crown grants covering approximately 92 hectares. The Company's exploration strategy is focused on advancing the Project through disciplined, high-impact exploration and targeted drilling programs, supported by efficient capital allocation to drive

long-term shareholder value.

Neither the CSE nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

#### Forward-looking information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking statements are necessarily based upon a number of assumptions that, while considered reasonable by management, are inherently subject to business, market, and economic risks, uncertainties, and contingencies that may cause actual results, performance, or achievements to be materially different from those expressed or implied by forward-looking statements. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, other factors may cause results not to be as anticipated, estimated, or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company does not undertake to update any forward-looking information except in accordance with applicable securities laws.

This news release does not constitute an offer to sell or a solicitation of an offer to sell any securities in the United States. The securities have not been and will not be registered under the U.S. Securities Act or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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Die URL für diesen Artikel lautet:

<https://www.rohstoff-welt.de/news/720751--Upside-Gold-Corp.-Engages-MCS-Market-Communication-Service-To-Increase-Investor-Awareness.html>

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