



KEYS TO THE KINGDOM




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Premier Cannabis Genetics Company

MEDIA KIT 2021-22

ABOUT US

Keys to the Kingdom, a premiere organic cannabis genetics company, is the brainchild of the world renowned breeder Jeff Selsor, aka Keyplay. Keyplay whose reputation precedes him, continues the rich tradition he began decades ago, a tradition rooted in natural farming, holistic healing, and proprietary organic growing and breeding methods to produce potent, healthful, life-giving flower. Keys to the Kingdom is a manifestation of Keyplay's creative force, drawing on principles of peace, presence, and personal empowerment through creative expression and connection with the Creator.



Building upon the success of Gage Green Group and Seedbank for Humanity, Keyplay starts his next adventure with a new found freedom and completely unique stable of males and females. For this next chapter, Keyplay has assembled an exceptional team of professionals, modeled after a jazz band; everyone plays a major role collaborating to create beauty and artistry for all to experience and enjoy

OUR FOUNDER

Jeffrey William Selsor (Keyplay) is an artist, musician, entrepreneur, cannabis industry pioneer and master seed breeder. Jeff's passion is to create art which lifts up and heals. His art and his life's work is to pursue the finest and the best. His art and his craft have created some of the world's most benevolent and beautiful cannabis.

Art and expression has always been Jeff's calling. His positive impact and steadfast commitment to living a life dedicated to nature and helping others has helped thousands. A child protégé, the arts and music have been a driving passion throughout Jeff's life and an integral component in his philosophy of living and farming. Since 1973, young Jeffrey exhibited and sold fine art to collectors and galleries, and received numerous prizes, acknowledgements and accolades.

He went on to earn his Bachelors in Fine Arts from San Francisco State University. Jeff served in the United States Army in 1975 as an Infantryman stationed in Neu-Ulm Germany. Always a savvy businessman, Jeff founded and operated JWSelsor & Associates, a successful fine art framing business in Oakland California for over 15 years. Under his visionary leadership, Gage Green Group became famous for breeding the world's finest organic cannabis. As Founder and Principal Owner of Keys to the Kingdom, a boutique cannabis company focused on bettering the community through natural healing and natural farming, Keyplay brings decades of experience and endless creative energy to entirely new breeding projects.

Jeff is a recognized champion grower and breeder, the creator of over 200 Unique Crosses including Grape Stomper, Mendo Breath, Mango Puff, High School Sweetheart, Breathworks #1, Unitas, East Coat Grateful Breath, Route 66, Countdown, and Romantic Warrior. A lifelong researcher of nature and science, Jeff has immersed himself in the study of natural healing and natural farming. Jeff lives by an ethic of quality consistency without compromise. This is what has allowed him to create some of the world's most delighted and memorable cannabis varieties for healing and meditation.





PRESS ARTICLES

- **“Strain Review: Mendo Breath Is a Taste of the Emerald Triangle”**
August 3, 2020 by Jimi Devine in Cannabis Now Magazine
- **“How Michigan’s Gage Green Group is Reimagining Boutique Cannabis”**
January 8, 2020 by Christopher Emrich in Detroit Metro Times
- **The Cannabis Kitchen Cookbook: Feel-Good Edibles, from Tinctures and Cocktails to Entrées and Desserts Paperback**
October 1, 2019 by Robyn Griggs Lawrence (Author), Povy Kendal Atchison (Photographer), Jane West (Foreword)
- **Mendo Breath by Phinest Cannabis at the 2018 Emmy’s Awards “Hollywood’s Red Carpet Was Sprinkled With Hints of Cannabis Green For Television’s Biggest Night”**
September 20, 2018 by Andre Bourque in Forbes Vices
- **“The 2017 High Times Seed Bank Hall of Fame”**
March 17, 2017 by Danny Danko and T.H. Caeczar in High Times Magazine
- **“The Top Strains of 2016”**
November 14, 2016 by Danny Danko in High Times Magazine
- **Cannabis Sativa: The Essential Guide to the World’s Finest Marijuana Strains Paperback – Illustrated,**
March 13, 2012 by S. T. Oner (Editor), Greg Green (Introduction)
- **Cannabis Indica: The Essential Guide to the World’s Finest Marijuana Strains Paperback**
August 30, 2011 by S. T. Oner (Editor), Greg Green (Introduction)

NOTABLE ACHIEVEMENTS & AWARDS

- Top Strains of 2016 – High Times Magazine
- Seed Bank Hall of Fame of 2017 – High Times Magazine
- First Place CBD – High Times Cannabis Cup in Southern California (Buds & Roses)
- First Place Indica – High Times Cannabis Cup in Southern California 2016 (Mass Cannabis)
- Third Place Indica – High Times Cannabis Cup in Southern California 2016 (Mass Cannabis)
- First Place Hybrid – Dope Cup in Canada (Master Mind Labs)
- Founder of The Organic Cup.
- Speaker at The Emerald Cup, High Times Cannabis Cup, & The Organic Cup.
- Published and featured in High Times Magazine, Skunk Magazine, Treating Yourself Magazine, Probiotics and Cannabis Magazine, Cannabis Now, Detroit Metro Times, Releaf Magazine, The Cannabis Grow Bible, Cannabis Indica, Cannabis Sativa, The Cannabis Kitchen Cookbook & more.
- Recent Appearances in Medical Mondays, Dabcast Detroit, & The Grow Cast.



PUBLIC SPEAKING ENGAGEMENTS

- **The Organic Cup 2020**
Gladwin, Michigan – Speaker
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Gladwin, Michigan – Speaker
- **High Times Cannabis Cup 2019**
Detroit, Michigan – Breeder Panel Speaker
- **“What is Gage?” 2018**
Holly, Michigan – Speaker
- **The Emerald Cup 2013**
Santa Rosa, California – Speaker
- **Peace and Wellness Dispensary 2012**
Sebastopol, California – Instructor
- **The Emerald Cup 2012**
Redway, California – Speaker

ORIGINAL PUBLICATIONS

- **Introducing the GGG Protocols for Human Potency Paperback**
November 21, 2020 by Gage Green Group
- **“The Path to Potency”**
November 10, 2017 in Skunk Magazine
- **“Elements of Success”**
August 29, 2016 in Volume 8, Issue 4 of Skunk Magazine
- **“Free the Mind Body & Soul”**
August 21, 2015 in Probiotics and Cannabis Magazine
- **“Internal Balance”**
June 10, 2015 in Probiotics and Cannabis Magazine
- **“The Breath of Life”**
May 4, 2015 in Probiotics and Cannabis Magazine
- **“The Yin & Yang of Herb”**
April 7, 2015 in Probiotics and Cannabis Magazine
- **“Living Water: A New Perspective”**
April 7, 2015 in Probiotics and Cannabis Magazine
- **“Deepening Our Relationship with Cannabis”**
Summer 2013 in Treating Yourself Magazine
- **“Connoisseur Cultivation with Gage Green Group”**
May 17, 2012 by Releaf Magazine





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CONTACT US



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