

# Marijuana Business Daily®

**MJBizDaily's Industry Giveback Program Supports Inclusion, Hemp Education, Sustainability, Legalization Advocacy.**

**Donates over \$200,000 to Cannabis Industry Initiatives in 2018**

DENVER, CO – Jan 2019. In their leading role in the business of cannabis, Marijuana Business Daily donated approximately \$220,000 through their [Industry Giveback Program](#) in 2018. The program, established in 2015, supports non-profit organizations and professional associations focused on industry building in areas of professional development and inclusion, sustainability and community development, and legalization advocacy across the cannabis industry.

Donations to hemp-focused organizations increased over past years. “The passage of the 2018 Farm Bill is a huge milestone for the hemp industry, and will in turn impact the entire cannabis industry. The organizations working toward normalcy and professional advancement in the hemp space will play a key role this year in laying the foundation to a healthy, sustainable industry going forward. Our industry giveback program supports Hemp Industries Association and the National Hemp Association,” stated Cassandra Farrington, CEO and Co-Founder of MJBizDaily. “We hope to continue to increase our support to these and to new groups likely to become established in coming years.”

The Industry Giveback Program aims to foster growth through inclusion and professional development. “The more inclusive and educated the cannabis industry becomes, the stronger it will be today and in the future,” said Farrington. “Organizations including the Minority Cannabis Business Association, Minorities for Medical Marijuana, Inc., and National Cannabis Bar Association provide opportunities for equity through partnerships, collaborations, and continuing education. We are proud to support these groups in their efforts to level-up the talent and inclusiveness of the cannabis industry.”

Organizations promoting sustainable green initiatives, responsible use and behavior, and the positive impact of cannabis businesses and facilities in and

around communities were recipients of monies, including: Resource Innovation Institute, Cannabis Certification Council, and Cannabis Trade Federation.

Ms. Farrington closed her remarks by stating, “We feel strongly that continued support of key legalization advocacy groups in the United States will continue to be the single most important thing a company can do to impact long-term success. And with that end game coming into clearer focus, it’s equally critical for industry leaders to expand support initiatives that build a stronger industry across numerous facets.”

Advocacy beneficiaries of 2018 Industry Giveback funds include: Drug Policy Alliance, Marijuana Policy Project Foundation (MPP), Students for Sensible Drug Policy (SSDP), Americans for Safe Access Foundation, Florida for Care Inc., and NORML Foundation.

MJBizDaily recognizes its ability to reach and speak to the industry as a whole, and looks to provide resources and opportunities to amplify the voices of organizations supporting professionals, organizations, and companies working to develop a strong and responsible cannabis industry.

Each year, MJBizDaily selects non-profit organizations to support through monetary donations and partnerships. To submit your non-profit organization for consideration, please visit this link for more information: [mjbizdaily.com/industry-giveback-program](http://mjbizdaily.com/industry-giveback-program).