

## **San Diego Non-Profit to Host LGBTQ Masquerade Fundraiser**

*All proceeds to benefit the San Diego LGBT Community Center Youth Programs*

SAN DIEGO (March 17, 2022) - Casa Loto, a San Diego-based non-profit organization, is producing a ballroom masquerade fundraiser to benefit youth programs at The San Diego LGBT Community Center (“The Center”). The LGBTQ Masquerade (“The Masquerade”) will take place April 23, 2022, in San Diego’s Hillcrest neighborhood, at the AWOL Bar and Event space.

The Masquerade will have attendees sashaying through a metallic wonderland of gold and silver, with the event space transformed into a suited-up glitz-and-glam ballroom extravaganza. The cocktail attire evening will feature beverages provided by local distillery Cutwater Spirits, appetizers, music, dancing, and raffle prizes. The San Diego chapter of the Sisters of Perpetual Indulgence is partnering for the event.

“The Center truly appreciates the efforts of Casa Loto to help raise critical funds to support LGBTQ youth,” said Ian Johnson, Director of Development at The Center. “Many of the youth who seek our supportive housing at The Center’s Sunburst Youth Housing Project come to us as a result of unacceptance from their families. Today, 40 percent of all youth experiencing homelessness identify as LGBTQ, many with no support system. Community support from organizations like Casa Loto is vital for The Center to continue to help our LGBTQ youth.”

The event is anticipated to be a big draw for the LGBTQ community. Prior to relocating to San Diego, Casa Loto’s founder Craig Thomas produced The Masquerade in Kansas City.

“To love a child is the greatest gift. They are our most precious responsibility, for we leave our futures in their custodial hands,” says Thomas. “It is imperative that we facilitate the happiness and well-being of those most in need of our community. While too many LGBTQ youth experience difficulty, we can help them experience life.”

Tickets for The Masquerade are available on Eventbrite.

### **ABOUT CASA LOTO:**

Established in 2021, Casa Loto is a 501(c)(3) charitable organization created to support LGBTQ youth in need, with a long-term mission of establishing a community home in Mexico for children without an existing support network. The volunteer board is composed of advocates and members of San Diego’s diverse LGBTQ community, combining their experience in community service, sexual and mental health education, and fundraising.

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*\*Remaining boilerplates removed for brevity.*

## **Cannabis Giants Join Forces in Cross-Border Venture**

LOS ANGELES (March 19, 2018) - As Canada prepares to legalize adult-use cannabis, two of the world's largest cannabis companies announced today a first-of-its-kind, cross-border joint venture that could bring America's most recognized cannabis brand to Canadian consumers by year's end.

MM Enterprises USA, LLC ("MedMen Enterprises"), a leading U.S. cannabis company with facilities in California, Nevada, and New York, entered into an agreement with Cronos Group Inc. (Nasdaq: CRON) (TSX-V: CRON), a Canadian licensed producer and distributor of medical cannabis. Cronos, which also has a footprint in Germany, Israel, and Australia, recently became the first pure-play cannabis company traded on the Nasdaq U.S. stock exchange.

The joint venture, called MedMen Canada Inc. ("MedMen Canada"), will develop branded products and open stores across Canada, leveraging Cronos' Canadian reach and expertise and MedMen's class-defining retail. MedMen is California's largest cannabis retail chain, which welcomed adult-use sales this year. The company owns and operates factories and stores in three states and anticipates going public in Canada in the second quarter of this year. Cronos operates two wholly-owned Canadian Licensed Producers under Health Canada's Access to Cannabis for Medical Purposes Regulations: Peace Naturals Project Inc. and Original BC Ltd.

"MedMen Canada will give us entry into an important emerging market for adult use and broaden our exposure worldwide," said MedMen CEO and Co-founder Adam Bierman. "We always take a very disciplined and focused approach to our growth, and it was important that we find the right partner for our expansion into Canada. Cronos has been a leader in the Canadian medical cannabis space, and their international track record makes them the perfect partner. They have the right infrastructure and expertise to successfully execute this venture."

Canada legalized medical cannabis in 2013 and is home to some of the largest cannabis companies in the world. The federal government has announced plans to legalize adult-use later this year, making Canada the first G7 country to legalize cannabis for adults.

"Cronos is focused on changing the perception of cannabis on an international scale, and we prioritize working with best-in-class partners who share our vision for the future. MedMen stores have been integral to mainstreaming cannabis, and they have become one of the most well-known and respected cannabis platforms in the U.S. We're very excited to bring the MedMen experience to Canada," said Cronos CEO Mike Gorenstein.

The joint venture will be a 50/50 partnership between the two companies. MedMen Canada will be focused on a branded national retail chain, branded products, and research and development activities. MedMen Canada will have access to Cronos' 350,000 plus square feet of production facilities and future expansions while leveraging MedMen's retail brand recognition. MedMen Canada will only operate in federally legal jurisdictions and in compliance with all applicable regulations.

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## **MedMen Opens Store on ‘Coolest Block in America’**

LOS ANGELES (June 9, 2018) – GQ Magazine called Abbot Kinney “the coolest block in America.” It just got cooler.

MedMen Enterprises Inc. (CSE: MMEN) (“MedMen”), the most recognized cannabis brand in the world with stores in Beverly Hills and New York’s Fifth Avenue, opened its newest store on Venice’s Abbot Kinney Boulevard on Saturday.

As lines of customers waited to enter the store, MedMen co-founders Adam Bierman and Andrew Modlin cut the ribbon. They were flanked by U.S. Congressman Ted Lieu, California State Senator Ben Allen, Assemblymember Reggie Jones-Sawyer, and celebrity Rosario Dawson.

Lieu, whose district includes Abbot Kinney, welcomed customers and greeted the press. It marked the first known time an active U.S. congressman was featured in the grand opening of a marijuana dispensary, underscoring how mainstream marijuana has become, with California is leading the way.

“I’m a big supporter of MedMen. It’s the second store in my district, and I’ve always been a big supporter of cannabis legalization,” said Lieu. “In Washington D.C., I have been a co-author of numerous bills to legalize marijuana, to decriminalize it, and to make sure that we can have federal banking for cannabis-related transactions.”

California is the largest legal cannabis market globally, with total state-sanctioned annual sales projected to reach \$7.7 billion by 2021. Nationally, state-sanctioned marijuana sales are projected to reach \$75 billion by 2030.

MedMen is the largest U.S.-based company in the emerging cannabis industry with cultivation, manufacturing, and retail facilities in California, Nevada, and New York. The company recently announced its acquisition of a medical marijuana license in Florida, allowing it to open up to 25 dispensaries in the state.

The company’s thirteenth store nationwide, MedMen Abbot Kinney showcases the brand’s signature iPad menus, bud cases, and stylish décor. In the heart of beachfront town Venice, Abbot Kinney Boulevard is one of the trendiest shopping districts in Los Angeles. Forbes calls Abbot Kinney “quintessential LA.”

“Abbot Kinney combines the comfortable, laid back feel of Venice with some of the best retail, food, and drink the West Coast has to offer,” Bierman said. “Today is a truly historic moment. We are standing in front of a marijuana store among some of the most popular restaurants and shops in a major American city, in one of the most popular shopping destinations in the world. This is what mainstreaming marijuana looks like.”

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## Shaping Cannabis Culture: Second EMBER Issue on MedMen Shelves

LOS ANGELES (August 6, 2018) – With actress Lake Bell gracing the cover and cannabis-infused cooking recipes inside, the second issue of cannabis and culture journal EMBER hits the shelves at select MedMen stores starting today.

Published by [MedMen Enterprises Inc.](#) (“MedMen” or the “Company”) (CSE: MMEN) (OTCQB: MMNFF), EMBER turns the spotlight on the ubiquity of marijuana in our culture by focusing on some of its disruptors and innovators, beginning with the publication’s first celebrity cover. Bell is an actress, author, director, and trailblazer. She opens up about the accessibility of cannabis and why, as a mom, it’s her preferred method of relaxation.

The Company also unveiled its new Southern California ad campaign “Cannabis,” featuring iconic destinations near MedMen stores.

The new issue of EMBER explores how cannabis can be paired with food, lifestyle, health, and wellness. A partnership with the team behind PAPER Magazine, EMBER is available at MedMen stores in California and New York, free with purchase, and at Barnes & Noble bookstores nationwide.

Additional highlights of the issue include:

- MedMen’s “Top Pot 5” strains of the season.
- “A match made in heaven” – pot and chocolate pairings.
- One of L.A.’s local barbecue maestros brings a different kind of “smoke” to summer.
- “ABCs of CBD: Is CBD the New Tylenol?”

The “Cannabis” ad campaign features a variety of models in front of easily recognizable landmarks around Southern California, canvassing 36 billboards strategically near the eight MedMen retail locations in greater Los Angeles, Orange County, and San Diego.

The campaign’s omission of the subject’s face represents a placeholder for the consumer. The word “Cannabis” emblazoned in the center becomes the focal point, changing connotations and presenting a new public image for cannabis.

“MedMen is helping shape a new perspective around cannabis use and cannabis users,” said MedMen’s Chief Marketing Officer, David Dancer. “This is what ‘Mainstreaming Marijuana’ looks like. We are broadening the conversation and making its use relatable to a larger audience.”

MedMen operates 19 licensed facilities in California, Nevada, and New York, including cultivation, manufacturing, and retail. MedMen stores are in marquee locations, including Beverly Hills, Los Angeles’ Abbott Kinney district, Downtown Las Vegas, and New York’s Fifth Avenue.

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## **Local Yamaha Artist to Perform Virtual Piano Concert**

SAN DIEGO, CA (April 27, 2021) - Yamaha Artist, pianist, and composer Chetan Tierra premieres two mini virtual online concerts on May 8, available at [www.chetantierra.com](http://www.chetantierra.com) for free. The performances are approximately 20 minutes in length each, intentionally designed to accommodate today's busy lifestyle.

The first concert exclusively features Tierra's original compositions, filmed in a timeless industrial warehouse for the Logan Lone Piano Concert Series. The program includes several of his Moonshdaow compositions and the first movement of his Hyperspace Sonata.

The second concert features Chopin's 4th Ballade and selections from Schubert's Op. 90 Impromptus. This performance was filmed in Tierra's home to create an intimate experience for the audience. As for his inspiration, Tierra has this to share: "These pieces are very near and dear to me, and have been a source of comfort to practice during this past year's collective challenges for everyone."

The concerts preview two full albums that Tierra will release on all streaming platforms later this summer.

Tierra is also a teacher, with award-winning students competing at the state and international levels. Two of his students recently won 1st and 2nd prize in the San Diego Concerto Competition.

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