



## MEDIA ADVISORY

### *Leafly, the World's Leading Cannabis Information Resource, Gears Up for Recreational Cannabis Legalization in Canada*

*Preview to showcase the latest in cannabis news from strains and products to lifestyle trends*

**Toronto** – From ‘Cannabis 101’ to the latest scientific research and lifestyle trends, **Leafly** invites media to **Rec Room** – a preview and educational showcase about what to expect as prohibition nears its end.

Rec Room will offer a glimpse into how Canadians can expect to integrate cannabis into various facets of their lifestyle ahead of recreation legalization in July 2018, from how to prepare a cannabis-infused feast to beauty and other lifestyle products that contain or are meant to be paired with cannabis.

Leafly is the go-to resource for cannabis consumers and medical patients worldwide, with more than 13 million monthly visitors and 60 million page views across its website and mobile app, including half a million regular Canadian visitors. Leafly includes user-generated dispensary reviews, strain insights, and a full lifestyle, food, science, business & industry news section.

- **What:** Leafly Rec Room: an interactive media preview to celebrate and educate ahead of legalization. See how cannabis will help shape editorial content and answer questions like:
  - How can I obtain cannabis legally in my province?
  - How can I consume cannabis responsibly?
  - What are the latest cannabis lifestyle trends in beauty, food, fashion and more?
  - What do I need to know about strains?
  
- **When:** Thursday, Oct. 12 1 p.m. – 3 p.m.
  
- **Where:** 495 Wellington St. West, Suite B1
  
- **Media opportunities:** Interviews available with:
  - Leafly Ambassadors:
    - Cary Tauben – Stylist
    - Ian Campeau – Musician, A Tribe Called Red, activist and speaker
    - Michelle Bilodeau – Freelancer writer
    - Sarah Hanlon – *Big Brother Canada 3* winner, freelance writer
    - Chris Brown – Toronto-based chef
  - Leafly Editors
    - Brett Konen – Lifestyle Editor
    - Nick Jikomes – Principal Research Scientist
    - Bruce Barcott – Deputy Editor, politics podcast host

#### **About Leafly®**

As the world's largest cannabis information resource, Leafly's mission is to help patients and consumers make informed choices about cannabis and to empower cannabis businesses to attract and retain loyal customers through advertising and technology services. Learn more at [www.leafly.com](http://www.leafly.com) or download the five-star rated Leafly mobile app through Apple's App Store or Google Play. Visit Leafly Canada at [Leafly.ca](http://Leafly.ca), Leafly Germany at [Leafly.de](http://Leafly.de), and Leafly in Spanish at [Leafly.es](http://Leafly.es).

#### **Media contact**

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