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**Marijuana Industry Group Launches Safe Consumption PSA Campaign**

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Denver, CO, Dec. 30, 2016 – Marijuana Industry Group (MIG) has launched a public service announcement campaign advocating safe and responsible cannabis consumption in the Colorado marketplace, where cannabis was first made legal for adults.

The ads, which will be run by cannabis-specific print-and online publications, as well as general media, feature messages encouraging consumers to take appropriate precautionary measures when consuming cannabis. MIG members will also be amplifying the message through their own social media channels. The campaign focuses on three primary messages which encourage safe dosing, avoiding driving after consumption, and keeping cannabis product locked away from curious kids.

MIG has long been engaged in discussions regarding safe consumption, and has a seat on the Colorado Task Force for Drunk and Impaired Driving. The organization has also participated in providing feedback to the Colorado Department of Transportation's "Drive High Get a DUI" campaigns and Colorado Department of Health and Environment's "Good to Know" campaigns.

"By design, this campaign is stark and serious, because public safety is serious. Government agencies shouldn't be alone in encouraging good decision-making. It's important that people know that the industry also cares about our communities," said MIG interim executive director Kristi Kelly.

**About Marijuana Industry Group (MIG)**

MIG is the oldest and largest trade association for licensed cannabis businesses. MIG's mission is to advance appropriate legislation, regulation and implementation of Colorado's licensing and regulatory program. We believe in safe access to clean product for Colorado's patients, residents, and visitors. MIG was founded in 2010 by cannabis business owners and supporters who wanted to help craft Colorado's earliest medical marijuana regulatory framework.

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