

Tweed joins Pride Toronto to celebrate progress, fight stigma, and build a more inclusive world for all

June 22, 2018

SMITHS FALLS, ON and TORONTO — Tweed, the industry's best-known cannabis brand, is pleased to join Pride celebrations taking place this week in Toronto and culminating in the famous Toronto Pride Parade on Sunday, June 24.

From the very beginning, Tweed has been focused on fighting stigma and changing perceptions around a plant that has the power to help and heal, while also sowing the seeds of progress and community development across Canada.

It's this same spirit that fuels Tweed's commitment to progress and change, not just around cannabis, but around all of the issues that define us as a country, company, and ultimately as people. At Tweed, we know that diversity and inclusion are a source of strength. They help us innovate, expand our horizons and perspectives, and most importantly are essential to everyone living their authentic and proud life.

Because of this, we're honoured to contribute to Toronto Pride and other amazing Pride celebrations across the country that embody these values and drive progress forward. It's equally important to note that our participation is not a one-way street and has also prompted self-reflection and development. We're a company that's growing fast and as we do, we continue to find opportunities to promote an inclusive and diverse workplace for all with the knowledge that there's always room for improvement.

"We're proud to march alongside Pride to celebrate the progress we've made on issues of social justice, inclusion, and diversity while also smashing outdated perceptions about cannabis along the way," said Bruce Linton, Founder and CEO, Tweed. "Pride events across Canada and the world are fundamental to acknowledging the sacrifice of activists and pioneers while also reminding us that better is always possible."

To our friends at Pride Hamilton, Niagara, and Winnipeg it was so great to celebrate with you. To Pride Halifax, PEI Pride, and Capital Pride in Ottawa, we can't wait to see and celebrate with you soon.

Here's to Future progressive, inclusive, and loving Growth. (And an amazing Toronto Pride!)



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About Tweed:

Tweed is a globally recognized cannabis brand and subsidiary of Canopy Growth Corporation (TSX:WEED, NYSE:CGC). It has built a large and loyal following by focusing on quality products and meaningful customer relationships. Tweed doesn't just sell cannabis, it facilitates a conversation about a product we've all heard about but haven't met intimately yet. It is approachable and friendly, yet reliable and trusted. As cannabis laws liberalize around the world, Tweed will expand its leading Canadian position around the globe. Learn more at www.tweed.com.

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