

## **MEDIA ADVISORY – FROM CHOCOLATE TO CANNABIS: TWEED’S NEW VISITOR CENTRE LOOKS AT IT’S ROOTS TO REGENERATE TOURISM IN SMITHS FALLS**

August 20, 2018

**Smiths Falls, ON** – Tweed, Canada’s most recognized cannabis brand, is pleased to announce the opening of its new Visitor Centre in Smiths Falls, Ontario, and will be hosting a private sneak peek event for media and local officials.

Media are invited to join Canopy Growth Co-CEO’s Bruce Linton and Mark Zekulin, Smiths Falls Mayor, Shawn Pankow, and MPP of Lanark-Frontenac-Kingston, Randy Hillier, as they make remarks on this historic opening.

**Date:** August 23, 2018

**Time:** 10:00 am ET – 12:00 pm ET

**Location:** Tweed Visitor Centre at 1 Hershey Drive, Smiths Falls, ON

**RSVP:** If you’re planning on attending, please RSVP to [Caitlin O’Hara](mailto:Caitlin.O’Hara@canopygrowth.com) by Wednesday, August 22<sup>nd</sup>, 2018.

The Visitor Centre will bring guests on a journey that boasts larger than life exhibits that educate about the art, culture, science and history surrounding the cannabis plant.

Tweed will open its Visitor Centre doors to the public on Saturday, August 25<sup>th</sup>, the same day as the [Third Annual Shindig](#) hosted onsite. Guests attending the Visitor Centre must be 19 and older.

In its previous life, the Visitors Centre at 1 Hershey Drive attracted hundreds of thousands of visitors a year, making Smiths Falls a tourism destination and driving local economic activity. We think we’re at least half as interesting as chocolate and look forward to welcoming a new generation of visitors.

And, there might even be some chocolate.

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