

MEDIA ADVISORY – Tweed, Uber, and MADD Canada to launch national campaign on the risks of driving high

October 05, 2018

TORONTO, ON — With the legalization of recreational cannabis coming to Canada in just over one week, Tweed, Uber, and MADD Canada are launching a national awareness campaign focused on informing Canadians on the risks of driving high.

On **Wednesday, October 10**, the advocacy partnership will be launched with an event inviting media for an early look at the education focused campaign, including its interactive features.

Tweed’s President and Co-CEO, Mark Zekulin, will unveil the campaign and media in attendance will also have the opportunity to discuss this new approach to informing Canadians about issues and perceptions around cannabis use and impaired driving.

Date: October 10, 2018 (Yes, one week before legalization.)

Time: 09:00 am ET – 10:30 am ET (We’ll have coffee and snacks don’t worry.)

Location: Artscape Sandbox, 301 Adelaide Street West, Toronto, ON (We’ll have lots to showcase at the venue.)

RSVP: If you’re planning on attending, please RSVP to [Caitlin O’Hara](mailto:Caitlin.O’Hara) by Tuesday, October 9, 2018.

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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.

ABOUT UBER CANADA

Co-founded by Calgarian entrepreneur Garrett Camp in 2009, Uber is evolving the way the world moves. Present in communities across Canada, Uber has revolutionized transportation and offers Canadian driver-partners a new way to earn income in their spare time by offering an affordable transportation alternative to riders across the country. For more information, visit uber.com.

ABOUT MADD CANADA

MADD Canada is a national, charitable organization that is committed to stopping impaired driving and supporting the victims of this violent crime. With volunteer-driven groups in more than 100 communities across Canada, MADD Canada aims to offer support services to victims, heighten awareness of the dangers of impaired driving and save lives and prevent injuries on our roads. To learn more, visit www.madd.ca.

