



FOR IMMEDIATE RELEASE

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Western Regional Cannabis Business Alliance Launches to Advocate on behalf of Legal Cannabis State Marketplaces

American Trade Association for Cannabis & Hemp (ATACH) endorses the formation of a new regional business alliance of associations from Alaska, Hawaii, Montana, Oregon, Washington and Arizona to advocate on federal and regional issues

WASHINGTON, DC – Today, the American Trade Association announces that it has participated in the organizing of the Western Regional Cannabis Business Alliance (WRCBA). WRCBA announced its formation on behalf of its members representing legal cannabis business owners across the country. At its formation, the WRCBA represents legal cannabis business owners in Alaska, Hawaii, Montana, Oregon, Washington, and Arizona. ATACH will help advance the goals of the WRCBA through collaboration with the new regional alliance.

"The very existence of the cannabis industry hinges on organizing together, combining advocacy efforts at the federal level, and speaking with one voice as we work to safeguard the marketplace. The American Trade Association for Cannabis & Hemp applauds the Western Regional Cannabis Business Association for its leadership and we are excited to join forces to advocate nationally on behalf of the industry," said Michael Bronstein, Director, American Trade Association for Cannabis & Hemp (ATACH)

In one of its first actions following its formation, the WRCBA contacted Congressional leaders requesting that the McClintock-Polis Amendment language that protects state legal markets be used in any forthcoming appropriations or funding bill. This amendment would protect business owners, recreational consumers, and patients from the fear of federal action following Attorney General Jeff Sessions' rescinding of the Cole Memorandum.

The language would read:

None of the funds made available by this act to the Department of Justice may be used, with respect to any of the States of Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Illinois, Iowa, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming, to prevent any of them from implementing their own laws that authorize the use, distribution, possession, or cultivation of marijuana on non-Federal lands within their respective jurisdictions.

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About ATACH:

The American Trade Association for Cannabis and Hemp is a 501(c)(6) trade organization registered in Washington D.C. promoting the expansion and protection of legal sales of marijuana for industrial, medical, and recreational use. In 2016, ATACH was named "Corporate Grassroots Organization of the Year" by Campaigns & Elections magazine for its representation of industry leaders. ATACH has main goal of promoting the cannabis industry from its niche to mainstream business and professionalizing national representation of the cannabis industry space.

About the WRCBA:

The WRCBA is comprised of state associations from Alaska, Hawaii, Montana, Oregon, Washington and Arizona committed to upholding the safety, viability and quality of their respective regulated cannabis marketplaces and strengthening a safer system than the black marketplace that strives to keep cannabis products away from minors. The current state level associations include: Washington Cannabusiness Association (WACA), Oregon SunGrowers Guild, Cannabis Organization of Retail Establishments (CORE) based in Washington State, Hawaii Dispensary Alliance, Alaska Marijuana Industry Association, Oregon Cannabis Business Council, Marijuana Industry Trade Association based in Arizona, and Montana Cannabis Industry Association (MTCIA).