

🌿 **OVERVIEW:** David Crosby's MIGHTY CROZ™ Cannabis Brand



About David Crosby:

Legendary musician and cannabis connoisseur – David Crosby is known to millions worldwide as a founding member of two of the most successful bands ever: **CROSBY, STILLS, NASH & YOUNG (CSNY)** and **THE BYRDS**.

Two-time Rock & Roll Hall of Famer and Grammy winner has sold over 35 million albums. Iconic CSNY and Byrds songs heard by millions worldwide daily include “*Wooden Ships*” “*Almost Cut My Hair*” “*Ohio*” “*Eight Miles High*” “*Long Time Gone*” “*Deju Vu*” “*Suite Judy Blue Eyes*” “*Woodstock*” “*The Lee Shore*” “*Love The One You’re With*” “*Wasted On The Way*” “*Guinevere*” “*Mr. Tambourine Man*” “*Turn Turn Turn*” and “*Southern Cross*”.

Un-Matched Authenticity:

David Crosby is known as the “The Voice of a generation” To America’s 75 million baby boomers, **David Crosby** (*a cannabis connoisseur for over 50 years*) “*epitomizes the cannabis culture.*” He’s a cannabis legend known for decades for having “*the best weed*” • In fact, The **BEATLES** looked to their friend **David Crosby** to point them to the highest quality cannabis. • A co-founder of Privateer Holdings/Tilray called **David Crosby “The Pied Piper of Cannabis”** Unlike celebrities-of-the-moment rushing to put their names and faces on cannabis products, **David Crosby’s** decades of authenticity is un-matched in the minds of millions of serious cannabis consumers around the world.

Industry Advocate:

In 2019, David Crosby was invited to join **NORML’s** prestigious National Advisory Board to help promote national legalization. He also serves as a celebrity judge at Cannabis events and is frequently invited to speak at Cannabis industry conferences.

Market Validation:

According to Chris Walsh, Editor of **Marijuana Business Daily:** “*Celebrities influence cannabis buying decisions like no other force. Consumers are willing to pay an average of a 25% markup over the same type of cannabis product that does not have a celebrity name on it.*”

Mass Media Influencer:

When **DAVID CROSBY** speaks, the press writes! • As a global celebrity/musician/activist/author in the public eye for over six decades and a constant topic on various platforms seen by tens of millions worldwide, **DAVID CROSBY** enjoys first tier access to the global press which will be leveraged for mass media campaigns to support sales and brand awareness.

Products Coming:

“MIGHTY CROZ” branded cannabis products will include Vape Devices, Vape Cartridges, Glass Pipes, Bongs, Rolling Papers, Flowers/Buds, Pre-Rolled Joints, Cannabidiol (CBD), Concentrates, Edibles, Extracts, Terpenes, Tinctures, Topicals, Grow Supplies, Seeds, Hemp Products, Oils, Apparel, Food/Beverage Products, Logo Items, Accessories and other products.

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