

Stigma welcomes NFL running back Mike James



MONTEREY, Calif. ? November 15, 2018 /[Canna Newswire](#)/ ?]Stigma®, a cannabis health and wellness lifestyle brand, has officially signed NFL running back Mike James to the team. He joins the company in its ongoing mission to shift the negative stereotypes that exist around cannabis and its consumers.

?We're thrilled to have Mike as part of our team. He's had the courage as a professional athlete to step out from the shadows and showcase how cannabis can be a part of a healthy lifestyle. He's using his experience to get people, both inside and outside the NFL, to think differently about cannabis. Helping people view it as a real treatment option over opioids,? said Anthony Gonzales, Stigma Founder & CEO.

In 2013, James broke his ankle on the field while playing for the Tampa Bay Buccaneers. Like many others, he quickly became addicted to the powerful opioids prescribed by his doctors after surgery. He started exploring cannabis once he recognized the negative impact pills were having on his body and overall life. James educated himself and became familiar with the science behind cannabis. In 2014, he tried the plant and was surprised at how effective it was at alleviating his pain and helping him recover. He decided to make the switch to the natural painkiller and applied for a marijuana therapeutic-use exemption (TUE) with the NFL. In 2018, the league denied his request to use cannabis as an alternative to addictive painkillers. James has become a strong advocate of medical cannabis and it's use for the treatment of pain, particularly among professional athletes. He travels around the world speaking at conferences and sharing his experience using cannabis.

?If we want to redefine the worlds perception of cannabis, we need more positive role models to step up and share their story. We have a chance today to make a significant impact on how cannabis is viewed. We couldn't have asked for a better representative of our brand as we embark on this journey,? continued Gonzales.

About Stigma®

Stigma is a California based cannabis health and wellness lifestyle brand. The company creates activewear and CBD performance products dedicated to the athletic market. Focusing on the growing number of people from all around the world who are using cannabis for their overall health and wellness. The company works to shatter the "lazy stoner" stereotype by showcasing active, productive, and successful members of the cannabis community. Their team of global Brand Ambassadors work to educate others, share personal stories, and help redefine cannabis. Learn more about the movement at www.shopstigma.com.

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