

## Cannabis Educational and Awareness Campaign Makes a Red-Carpet Debut and Roll Out During 91st Academy Awards Oscar Telecast



### 30-Second Commercial Spots expected to air during Red carpet arrivals, Oscar show and post Oscar programming

**NEW YORK ? February 22, 2019** /[Canna Newswire](#)/ ? ]Cannabis Education takes center stage during this Sunday's 91st Academy of Motion Pictures Arts and Science Oscar telecast, as a groundbreaking media campaign for the online cannabis TV network Hmm Did You Know (HDYK) airs in both the US Virgin Island and Puerto Rico markets.

The spot -- the first in a series showcases prominent voices in the cannabis industry and community -- features former seven-term US Virgin islands Senator Positive T.A. Nelson, now the appointed Agriculture Commissioner of St. Croix, discussing the science and economic power of medical cannabis, recently legalized in the Virgin Islands,. The HDYK campaign suggests that standards are shifting for cannabis marketing in legal states.

Medical cannabis companies in the USVI and Puerto Rico suffered millions of dollars in damage ? including leveled greenhouses, lost business and rebuilding. One year after a hurricane devastated the island, medical cannabis businesses are reporting a remarkable turnaround: with more than 90 cannabis businesses currently in operation, including 54 dispensaries. About 34,000 patients have signed up for the program, up from about 12,000 last year, according to industry experts.

?The rationale behind medicinal cannabis is real, the science is real, the economics behind it is real, the health behind it is real, and the opportunities behind are very real,? former Senator Positive Nelson says in the spot promoting Hmm Did You Know Online Cannabis Network, a collaborative effort with 420MEDIA to launch an internet based digital video service that provides insight, education, and entertainment in the world of cannabis.

?We are excited to work with Senator Positive Nelson and other renowned cannabis experts in the sports, medical and entertainment field to bring much needed cannabis education to Spanish speaking communities,? said Kerri Accardi, CEO of 420MEDIA. ?Being visible in Puerto Rico during this premier television broadcast is a great first step,? she adds.

The public service announcement was co-sponsored by 420MEDIA along with several cannabis-based organizations and businesses including:

Humboldt Grace, a woman-owned cannabis strategic consulting company. Founder Lelehnia Du Bois offers her 45 years of experience to educate on the cannabis culture, work with individual, businesses, and organizations to develop successful strategies, and advocate for a healthy and sustainable industry.

The Marijuana Business Association (MJBA), a leading national b2b organizations in legal cannabis. Established in 2013 to provide business intelligence, professional networking and new business opportunity, MJBA hosts regular industry networking meetups, boot camps and seminars publishes the MJNews Network and Marijuana Channel One.

Nature Nurse Products utilize the power of nature and knowledge of medicine to create products that support the biological

Endocannabinoid system. Nature Nurse is a beautifully blended and synergistic combination of ancient plant wisdom which has been expanded upon through science to create high-quality, easy to use products to incorporate into everyday life supporting health and well-being.

Curved Papers, a new twist on Rolling Papers, was founded by Michael O'Malley, an MIT-educated entrepreneur whose innovative patented curved design makes joints Easy To Roll.

Vital CBD: Age Vital pharmacy, research and wellness is your local community and compounding family pharmacy Sarasota. By working in the medical field closely with physicians and patients for several years, their primary commitment is to serve people who suffer from chronic conditions such as pain, inflammatory conditions, and stress.

The PSA that will air during the Oscar telecast can be seen here: <https://www.youtube.com/watch?v=6uRu3R9MUPA>

#### **About 420MEDIA**

420MEDIA, a women-owned digital marketing agency with offices in Seattle, New York and Nevada, offers a unique combination of full-service digital marketing services, media distribution, and industry expertise. Our team's experience allows 420MEDIA to provide the full range of services necessary to effectively craft and execute marketing strategy in the cannabis sector. To see our recent reel and our advertising packages, please log on to <http://www.420media.us>

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