

M4MM Takes Action on Their "More Than A Moment" Call to Action



Expands West Coast Presence with Move to New Office in Las Vegas

LAS VEGAS ? September 21, 2020 /[Canna Newswire](#)/ ?]After presenting an impactful live virtual event in July entitled "More Than A Moment" by [Minorities for Medical Marijuana](#) (M4MM) and the Minority Cannabis Business Association (MCBA) a call to action demanding the dismantling of systematic racism in the cannabis industry while standing in solidarity with the protests against systemic racism and violence against black and brown people in the United States the conversation for M4MM has not ended there. "We must do our part in demanding the cannabis industry support minority owned dispensaries and request dispensaries support minority owned vendors," stated Roz McCarthy, M4MM, Founder and CEO.

M4MM is expanding its presence and staff to the west coast, by appointing Nicole Buffong, M4MM Nevada State Director. This was done in an effort to better serve and support members, consumers, and minority business owners alike who live in Nevada, California, Arizona, Colorado, Washington, and Oregon.

"The cost of doing business in Nevada is affordable and also allows the organization to concentrate on states who have a more mature cannabis medical and adult use market. Our promise to provide education to consumers, break down social justice barriers, and uphold and uplift minority owned businesses in the space needs to be refined and concentrated in cities like Las Vegas where there's significant growth," states Roz McCarthy.

Cannabis sales in Nevada hit \$639 million in 2019 fiscal year a 20% year over year increase. The tax revenue generated neared the \$100million mark. However, the state is lacking a social equity program aimed at supporting harmed business owners seeking to enter the industry, the few minority owned licensed businesses are not getting their fair share of sales, and the tax revenue generated is not going back to communities who have been disproportionately harmed by the "War on Drugs" era. [M4MM](#) will take action by creating a promotional program aimed at increasing local dispensaries support of minority cultivation vendors strains in their stores.

GFive Cultivation, The Harvest Foundation, and Zion Gardens are Nevada Black owned licensed cultivators that consistently give back to their communities in Las Vegas. GFive Cultivation is a family-owned and operated lifestyle brand that focuses on providing a premium grade of cannabis grown in an ethical manner, to the market. The Harvest Foundation stands out as Nevada's boutique indoor facility, and on the north side of Las Vegas, M4MM member Zion Gardens is dedicated to providing the highest quality medicinal cannabis to patients to improve their quality of life.

In addition, M4MM will create a national campaign aimed at the millions and millions of travelers who visit Las Vegas on an annual basis. We will show support to local Nevada minority dispensary owners like Kema Ogden of Top Notch THC and former NFL Oakland Raider Frank Hawkins, who owns Nevada Wellness Center which was one of the first medical cannabis dispensaries in Las Vegas. Kema is a Las Vegas native and has been long involved in community outreach, wellness, and education. Seeing an opportunity as licenses opened and having loved ones health affected, in 2016, Kema secured her license and has been working hard to be maintain their status as one of Nevada's Mom & Pop dispensaries providing experienced customer service, affordable prices, and the best quality medical cannabis products

About M4MM

Minorities for Medical Marijuana is committed to cultivating a culturally inclusive environment where diversity of thought, experience and opportunities are valued, respected, appreciated and celebrated. M4MM will serve as a resource to our community by providing information, referrals, advocacy, coordination and education regarding cannabis legislation, events, activities, initiatives and discussions. For more information, visit us at minorities4medicalmarijuana.org. Or email m4mmunited@gmail.com.

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