

# Red Light Holland Announces Logo Redesign Contest with Russell Peters and Khloë Including \$15,000 in Prizes

Toronto, Ontario--(Newsfile Corp. - December 8, 2020) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC: TRUFF) ("**Red Light Holland**") is pleased to announce the company will be launching a Logo Redesign Contest on December 14th, 2020 at 8:30am, on multiple social media channels. The premise of the Red Light Holland Logo Redesign Contest is to receive input from graphic designers, artists, day dreamers, psychedelic advocates, influencers, brand builders, creative types, even non creative types - essentially anybody and everybody, who would like to contribute to helping build Red Light Holland's Brand, reflecting those who support our mission of providing access, while being inclusionary and giving back.

Red Light Holland will announce the rules and regulations for the Logo Redesign Contest on December 14th, 2020 at 8:30am where it is expected that participants will be encouraged to go to social media to make their best pitch as to why they should be a part of the Red Light Holland Logo Redesign Committee, joining Chief Creative Officer Russell Peters (4 million Twitter followers, 1.1 million Facebook likes, and 399,000 Instagram followers), and Clothing Brand Ambassador Khloë Teräe, (2.4 million followers on Instagram, 2.2 million likes on Facebook, and 647,000 followers on Twitter.) Ultimately, three (3) winners will be chosen before the new year to join the Redesign Committee. Each of the three (3) winners will receive C\$5000.00 for their participation in helping Red Light Holland design a new logo, expected to premier early in 2021.

"When Todd pitched this idea to me, my initial response was a rare one because I replied - that's not a bad idea at all!" said Russell Peters, Red Light Holland Chief Creative Officer. "We are excited to hear, read and see participants' reasons on Social Media as to why they should be chosen to be a part of this committee with Khloë and me for Red Light Holland's Logo Redesign Contest. We are elated to put up \$15,000 (CND) to the winners for their creative input. This is right up our alley because it's outside of the box, it connects with people, it's collaborative and it's fun."

"As our Brand grows, I really wanted to have a logo that represented and reflected those who support us and believe in the future of legal access to psychedelics through education and information. Also, because of the current tough economic times, collectively as a company we were thinking of ways to give back, especially during the holiday season," said Todd Shapiro, Red Light Holland CEO and Director. "Personally the original/retro logo will always be special to me, but creating a committee with the likes of Russell Peters and Khloë is amazing. This creative initiative to add three winners, who no doubt will be extremely talented people, is heart-warming and to be in a position to help provide our three ultimate winners with \$5000 (CND) each for their input is music to my ears. Red Light Holland is proud to help reward people for their feedback and hard work. I can't wait to meet the winners!"

Further details of Red Light Holland's Logo Redesign Contest, through multiple social media channels with Russell Peters and Khloë, including rules and regulations will be announced once made available. The Logo Redesign Contest will launch on social media on December 14th, 2020 8:30am. Red Light Holland's 2020 Collection is available now at [www.iMicrodose.ca](http://www.iMicrodose.ca)

The Company also announces that it has engaged Octagon Media Corp. (Parent Company of Wall Street Reporter) to provide online marketing, social media, and presentation services for a term of six months. In consideration, the Company has completed cash payments totaling US\$125,000, and has granted 750,000 incentive stock options exercisable at a price of C\$0.15 and 750,000 options exercisable at a price of C\$0.20, each for a period of 12 months.

**About Red Light Holland Corp.**

Red Light Holland is an Ontario-based corporation positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

**For additional information on Red Light Holland:**

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Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to, information on the timing and other aspects of the Red Light Holland Redesign Contest. Although Red Light Holland believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. In particular, there is no guarantee that the Red Light Holland Redesign Contest will proceed or that a C\$15,000 prize will be awarded to Three Winners of C\$5,000 each, or if it does proceed it will reflect the understanding of the parties as of the date of this release. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.

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