

Trulieve to Receive Diversity and Inclusion Champion of the Year Award

Minorities for Medical Marijuana celebrates leading cannabis provider's diversity and inclusion programs

MIDWAY, FL, Jan. 29, 2019 /CNW/ - Minorities for Medical Marijuana announced this week that Trulieve was being recognized as their 2018 Diversity and Inclusion Champion of the Year Award recipient. The annual award acknowledges a leading cannabis organization for its leadership efforts in diversity and inclusion in two categories: Organizational Diversity, which celebrates company initiatives developed to increase diversity and inclusion within the organization, and Inclusion and Market Outreach Strategies, which recognizes initiatives designed to increase outreach and marketing while educating and attracting consumers from diverse communities.

"We are incredibly honored to be the recipient of Minorities for Medical Marijuana's inaugural Diversity and Inclusion Champion of the Year Award. Since the beginning, Trulieve has focused on not only creating a diverse and inclusive employee base, but to work with the communities in which we operate and foster opportunity in a burgeoning industry, a decision we've dedicated ourselves to since choosing to put out headquarters in a majority minority community like Gadsden County," said Kim Rivers, Trulieve's CEO. "We have always believed that a successful and profitable business can and should be a diverse one and attribute that diversity to our corporate success."

Trulieve is being awarded for its diversity recruitment and retention efforts, community outreach and engagement efforts, unique employee programs, and HBCU diversity internship program, which has created an inclusive work environment that welcomes and encourages employees to deliver results through their own unique skill sets, backgrounds and perspectives. Trulieve's diversity employment percentage increased from 47% in 2017 to 61% in 2018.

Trulieve's community outreach support assisting low income families who reside in its home community of Gadsden County after the devastating losses incurred during Hurricane Michael was another factor considered during the evaluation process.

"For this first year, our leadership team nominated a plethora of quality submissions from the cannabis community who have developed valuable initiatives and programs that support the industry's ongoing commitment to diversity and inclusion. However, Trulieve reflects the best of those submissions, and they deserve to be celebrated for creating positive change and progress in the cannabis industry," said Roz McCarthy, the founder and CEO of Minorities for Medical Marijuana.

Representatives from Minorities for Medical Marijuana will be present at Trulieve's Midway facility on Wednesday, January 30th to present Rivers and the Trulieve team with the award.

WHAT: Minorities for Medical Marijuana 2018 Diversity and Inclusion Award Ceremony

WHERE: 816 Commerce Boulevard, Midway, Florida 32343

WHEN: Wednesday, January 30, 2019, at 11:00AM

About Trulieve

Trulieve is a vertically integrated "seed to sale" company and is the first and largest fully licensed cannabis company in the State of Florida. Trulieve cultivates and produces all of its products in-house and distributes those products to Trulieve-branded stores (dispensaries) throughout the State of Florida, as well as directly to patients via home delivery. Trulieve also operates in California and Massachusetts.

Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL.

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To learn more about Trulieve, visit www.Trulieve.com.

About Minorities for Medical Marijuana

Minorities for Medical Marijuana Inc. is a 501c3 non-profit organization focused on providing cannabis advocacy, education, outreach and training to communities of color throughout the country. The cornerstone of its mission is fostering inclusive and equitable cannabis public policy, healthcare awareness, business development, and social reform. The organization is committed to cultivating a culturally inclusive environment where diversity of thought, experience and opportunities are valued, respected, appreciated and celebrated. Currently, M4MM has a presence in 24 states throughout the country. To learn more, visit www.m4mmunited.org.

SOURCE Trulieve Cannabis Corp.

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