

Trulieve Announces 2021 Pride Month Initiatives

Cannabis multi-state operator announces new partnerships and introduces exclusive product strains in celebration and support of the LGBTQ+ community

TALLAHASSEE, Fla., June 8, 2021 /CNW/ - [Trulieve Cannabis Corp.](#) (CSE: TRUL) (OTCQX: TCNNF), a leading and top-performing cannabis company in the United States and the largest cannabis company in Florida, today announced its Pride Month initiatives, which directly support LGBTQ+ communities and families throughout the month of June.

"Trulieve encourages and celebrates those who come from all walks of life," said Kim Rivers, CEO of Trulieve. "We are proud of our efforts to create a safe, welcoming, and supportive environment for members of the LGBTQ+ community and beyond. Ensuring that our patients and customers feel seen and heard when they walk into one of our stores is paramount to us as a company."

In Massachusetts, during the opening of Trulieve's first adult-use and medical dispensary in Northampton, a percentage of sales were earmarked for MassEquality. MassEquality is the leading statewide grassroots advocacy organization working to ensure that everyone across Massachusetts can thrive without discrimination and oppression based on sexual orientation, gender identity, or gender expression.

At Florida's 83 dispensaries, in addition to bringing back its Pride Month exclusive TruPod in the strain Rainbow Sherbet, Trulieve will also offer new products, including TruFlower strain Love is Love and two new pre-roll strains, Mary & Jane and Mr. Fahrenheit. A portion of the proceeds from Pride Month product sales in Florida dispensaries will benefit several local organizations working to support LGBTQ+ people, groups, and communities:

- **[26Health](#)**: An organization that offers quality care and services for all Central Floridians regardless of their ability to pay. 26Health is a comprehensive wellness community that includes affordable healthcare, mental health care, a drug discount program, adoption services, aesthetic services, and more.
- **[Equality FL](#)**: Equality Florida is the largest civil rights organization dedicated to securing full equality for Florida's lesbian, gay, bisexual, transgender, and queer (LGBTQ) community. Through lobbying, grassroots organizing, education, and coalition building, this organization is working to change Florida so that no one suffers harassment or discrimination on the basis of their sexual orientation or gender identity or expression.
- **[Metro Inclusive Health](#)**: Metro Inclusive Health is a 501(c)(3) organization that provides quality health and wellness services that are inclusive, relevant, and supportive. With active community center locations throughout the Tampa Bay area, the centers provide premier comprehensive medical and social services. This includes HIV services and medical care, social activities, classes, support groups, counseling, health and fitness programs, behavioral health services, and more.
- **[National Center for Transgender Equality](#)**: The National Center for Transgender Equality advocates to change policies and society to increase understanding and acceptance of transgender people. In the nation's capital and throughout the country, NCTE works to replace disrespect, discrimination, and violence with empathy, opportunity, and justice.

In 2020, Trulieve was able to donate a total of over \$50,000 in support of LGBTQ+ communities through the sale of its Pride Month products. In addition to financial donations, Trulieve will also host Pride TruTalks—video conversations broadcast on Trulieve's Facebook page and social platforms hosted by company leadership with expert guests from the cannabis space. Topics will include the history of Pride, and how to support the LGBTQ+ community during Pride and throughout the year.

Additional details about Trulieve's Pride Month events can be found on Trulieve's [website](#).

About Trulieve

Trulieve is primarily a vertically integrated "seed-to-sale" company in the U.S. and is the first and largest fully licensed medical 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 holds licenses to operate in California, Massachusetts, Pennsylvania, Connecticut and West Virginia. Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL and trades on the OTCQX market under the symbol TCNNF.

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

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<http://www.prnewswire.com/news-releases/trulieve-announces-2021-pride-month-initiatives-301308001.html>

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