

## **Trulieve is First Cannabis Company to Launch Advertising Campaigns on Twitter**

**TALLAHASSEE, Fla., February 15, 2023** -- [Trulieve Cannabis Corp.](#) (CSE: [TRUL](#)) (OTCQX: [TCNNE](#)) ("Trulieve" or "the Company"), a leading and top-performing cannabis company in the United States, today became the first multi-state operator in the cannabis industry to launch advertising campaigns on Twitter. This follows a policy change made by the global social media platform today that now allows cannabis companies to advertise.

"Trulieve is very excited and encouraged by Twitter's decision to update its policies and allow cannabis companies to advertise across the platform," said Gina Collins, Trulieve's Chief Marketing Officer. "Having a global social media platform recognize our industry is another step forward in the normalization of cannabis in the U.S. We proudly launched a multi-state advertising campaign today to become the first company in the cannabis industry on Twitter. As state-by-state cannabis regulations inform how operators can participate in the advertising space, we expect to follow in other legally approved states."

Trulieve Chief Executive Officer Kim Rivers [said on Twitter](#): "On behalf of #Trulieve and the entire #CannabisIndustry THANK YOU to @elonmusk for this historic #PolicyChange & partnership. The opportunity to advertise on #Twitter means reaching more individuals & raising more awareness of the benefits of #cannabis. Onward!"

For more information, please visit [Trulieve.com](#).

### **About Trulieve**

Trulieve is an industry leading, vertically integrated cannabis company and multi-state operator in the U.S., with established hubs in the Northeast, Southeast, and Southwest, anchored by leading market positions in Arizona, Florida, and Pennsylvania. Trulieve is poised for accelerated growth and expansion, building scale in retail and distribution in new and existing markets through its hub strategy. By providing innovative, high-quality products across its brand portfolio, Trulieve delivers optimal customer experiences and increases access to cannabis, helping patients and customers to live without limits. Trulieve is listed on the CSE under the symbol TRUL and trades on the OTCQX market under the symbol TCNNE. For more information, please visit [Trulieve.com](#).

Facebook: [@Trulieve](#)

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