



## Trulieve Launches #YesOn3 Product Line to Support Adult Use Campaign in Florida

**TALLAHASSEE, Fla. – July 30, 2024** – [Trulieve Cannabis Corp.](#) (CSE: [TRUL](#)) (OTCQX: [TCNNF](#)) (“Trulieve” or “the Company”), a leading and top-performing cannabis company in the U.S., today announced the launch of a new specialty product line supporting the ballot initiative to legalize adult cannabis use in Florida.

The initial offerings will be available beginning Tuesday, July 30, with the first in a series of product releases and specials leading up to Election Day on Tuesday, November 5. Trulieve’s proceeds from #YesOn3 specialty products may be used to support Amendment 3.

“We are proud to launch this new product line in support of #YesOn3 and [Smart & Safe Florida](#),” said Trulieve’s Chief Executive Officer [Kim Rivers](#). “Florida adults deserve access to regulated and tested cannabis products, and the freedom to make their own choices about safe, responsible use.”

All specialty products support Amendment 3 feature one of two new cannabis strains. The first strain, “Yo3” is a collaboration between Trulieve and Sunshine Cannabis. The second strain, named “Yon3” is a Trulieve-specific strain. #YesOn3 products will include pre-rolls, flower, gummies, and vape cartridges.

For information on how to register to vote in Florida, visit <https://registertovoteflorida.gov/home>. #YesOn3 yard signs will be available beginning on August 2 for patients to pickup at Florida retail locations while supplies last.

Across Florida, Trulieve offers home delivery, convenient online ordering, and in-store pickup. Veterans receive 20% off every order when they show their military ID, and all first-time guests are eligible for a 60% new customer discount at any Florida Trulieve location. For more information, or to learn how to become a registered patient, please visit [Trulieve.com](#) and connect on [Instagram](#) or [Facebook](#).

### About Trulieve

Trulieve is an industry leading, vertically integrated cannabis company and multi-state operator in the U.S., with 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 TCNNF. For more information, please visit [Trulieve.com](#).

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