



4Front Ventures and Pink Gene Foundation Launch National Breast Cancer Awareness Month Campaign

Cannabis Company to Give Back \$1 of Every One of Its Pink Gene-Marked Cannabis Products Sold at Mission Dispensaries and Retail Locations across CA, IL, MA, and WA

Proceeds Raised by Joint Effort to Help Educate, Provide Resources, and Support Research in the Fight Against Breast Cancer

PHOENIX, Sept. 29, 2022 /CNW/ - [4Front Ventures Corp.](#) (CSE: FFNT) (OTCQX: FFNTF) ("4Front" or the "Company"), a vertically integrated, multi-state cannabis operator and retailer, announced its collaboration with the [Pink Gene Foundation](#) – a non-profit that helps young women be proactive in the fight against breast cancer – to launch its *Pink Gene Campaign* during Breast Cancer Awareness Month.

Throughout the month of October, the national campaign will give back \$1 from each of 4Front's *Pink Gene* cannabis products, which are available for sale at 4Front's [Mission Dispensary](#) retail locations, as well as at hundreds of retail locations across California, Illinois, Massachusetts, and Washington. The proceeds raised by the organizations' *Pink Gene Campaign* will go towards helping women be proactive in the fight against breast cancer by providing education and resources; supporting research; and helping young women identify whether they are at high risk of breast cancer.

"We couldn't be more proud to launch this campaign in concert with the Pink Gene Foundation – an organization founded by our Chief of Staff [Tera Martin](#), who is a two-time cancer survivor, mother, and leading executive in the cannabis industry," said 4Front CEO Leo Gontmakher. "Nearly all of us have been touched by breast cancer in some way, and this campaign is a means for our organization to help pay it forward. We look forward to continuing to partner with like-minded organizations that are tackling some of the world's biggest challenges and helping the communities we serve."



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"The mission of the Pink Gene Foundation is to raise funds for young women who are deemed high risk or are currently battling breast cancer," said 4Front Chief of Staff and Founder of Pink Gene Foundation Tera Martin. "The funds that our *Pink Gene Campaign* raises will help provide young women with critical resources such as genetic testing, therapies, and screenings that are not covered by insurance, but are critical to saving lives. My personal battle with breast cancer sparked my advocacy efforts in the medical marijuana space, placing me at the forefront of the legalization movement in Washington. My hope is that this campaign will make a meaningful difference in the lives of women facing many of the same challenges I have confronted and know can be scary. I want them to know they aren't alone, and that we have their backs – and hopefully this campaign makes a meaningful difference in their lives by doing just that."

About 4Front Ventures Corp.

[4Front Ventures Corp.](#) ("4Front" or the "Company") (CSE: FFNT) (OTCQX: FFNTF) is a national, vertically integrated multi-state cannabis operator who owns or manages operations and facilities in strategic medical and adult-use cannabis markets, including California, Illinois, Massachusetts, Michigan, and Washington. Since its founding in 2011, 4Front has built a strong reputation for its high standards and low-cost cultivation and production methodologies earned through a track record of success in facility design, cultivation, genetics, growing processes, manufacturing, purchasing, distribution, and retail. To date, 4Front has successfully brought to market more than 20 different cannabis brands and over 1,800 products, which are strategically distributed through its fully owned and operated Mission dispensaries and retail outlets in its core markets. As the Company continues to drive value for its shareholders, its team is applying its more than decade of expertise in the sector across the cannabis industry value chain and ecosystem. For more information, visit <https://4frontventures.com/>.

Forward Looking Statements

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in the Company's periodic filings with securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should," and similar expressions, are forward-looking statements.

Readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

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