



News Release

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Video Series Introduces Oregon's Regulated Cannabis Industry **OLCC Licensees Share Why They Chose to *Go Legal!***

PORTLAND, Ore. – The Oregon Liquor Control Commission (OLCC) today rolled out a series of videos highlighting how participation in the regulated cannabis industry ensures public safety, creates consumer confidence, and contributes to economic growth for businesses and the state. OLCC licensees share their stories and explain in their own words the value of the regulated marketplace.

Part of the agency's *Go Legal!* industry and public awareness campaign, the videos feature licensees from around Oregon, up and down the cannabis supply chain, from seed to sale. Footage captures sprawling operations, craft enterprises, and everything in between; and the message is consistent: businesses see value in the regulatory structures that the state has put in place.

"This is a very modern and scientific industry, one that values community and transparency," said Steve Marks, OLCC executive director. "We hope that prospective cannabis business owners will appreciate hearing directly from their peers about the importance of operating within the regulated market. And we hope the public will better understand the industry and embrace the regulatory structure we've developed that supports public safety, the industry and consumers."

Beyond improved public safety, many featured licensees note the windfall of tax dollars—\$70 million in fiscal year 2017, according to the Oregon Department of Revenue, which will directly benefit schools, state police, and provide funds for alcohol and drug prevention services, among other things.

"Since 2016, we've been working in partnership with this business community to build a strong and fair regulatory framework, and to provide information and guidance that supports their compliant participation in it," noted Mark Pettinger, OLCC spokesperson. "So we were pleased to hear our licensees connect the dots between how rules governing this industry are indeed working to improve public safety, curb illegal activity on the ground, and contribute to their communities and Oregon's economy."

The *Go Legal!* video series can be found at GoLegalOregon.com.

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About *Go Legal!* *Go Legal!* is a campaign from the State of Oregon—administered by the Oregon Liquor Control Commission. It highlights the importance of marijuana consumers and industry members choosing to participate in the legal market, by embracing a strong regulatory structure that supports public safety, the industry and consumers. To learn more, visit GoLegalOregon.com or connect via Facebook (facebook.com/golegalOR), Twitter ([@golegalOR](https://twitter.com/golegalOR)) and Instagram ([@golegalOR](https://instagram.com/golegalOR)).

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