



Breaking Ground

June 5-11, 2017

FOR IMMEDIATE RELEASE

March 15, 2017

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Hemp History Week to Host Media Reception Breakfast at NoCo Hemp Expo

National Education Campaign Presents Meet-and-Greet for Press, Hemp Industry Leaders, at Largest Hemp Product Expo in the U.S.

LOVELAND, CO – Hemp History Week, the largest national grassroots education and marketing campaign to renew strong support for hemp farming in America, will host a Media Reception and Breakfast at the NoCo Hemp Expo, to take place Friday March 31, 2017 in Loveland, Colorado. Hosted by the Hemp Industries Association, Vote Hemp, and Hemp History Week campaign sponsors, the breakfast will offer media the opportunity to learn about the new aspects of the 8th annual campaign, to be held **June 5-11, 2017**, and connect with hemp industry leaders and businesses at the forefront of the movement to legalize hemp farming nationwide through passage of federal legislation. Hosts Nancy Metcalf, Hemp History Week Campaign Director with Hemp Industries Association, and Lauren Stansbury, Director of Media Relations with Hemp Industries Association, will be available to discuss how Hemp History Week is expanding awareness about the need to bring hemp farming back to our agriculture landscape; the new social and environmental justice issues the campaign is pursuing this year as part of its hemp advocacy; and showcase healthful, innovative hemp products, of which Americans are the largest consumers globally.

WHAT: Hemp History Week Media Reception & VIP Breakfast

WHEN: Friday, March 31, 2017 – 7:30am to 10:30am

WHERE: NoCo Hemp Expo – The Ranch Events Complex – 5280 Arena Circle, Loveland CO

Event to take place in the Bluebird Botanicals Artists & Activists Tent in the Arena Circle.

*This event is free to attend for all interested media. To RSVP, and to request a free press pass for the NoCo Hemp Expo, please email Lauren@votehemp.com.

The theme of Hemp History Week 2017 is *Breaking Ground*—which underscores the need for sustainable agriculture solutions for the next generation, and how hemp farming has an important role to play in regenerative agriculture systems, and the creation of healthy, environmentally responsible products for consumers. To view *Breaking Ground*, the new video for the 8th annual campaign, visit: <https://www.youtube.com/watch?v=F-TqInCnvEU&feature=youtu.be>.

Hemp breakfast items will be provided by Hemp History Week sponsors Farmer Direct Co-op, Living Harvest TEMPT, Manitoba Harvest, Nature's Path Organic, Nutiva, Pacific Foods, with additional product samples provided by Dr. Bronner's and Plus+CBD Oil.

The 31 states that have legalized industrial hemp farming, per provision Sec. 7606 of the farm bill, include: Alabama, California, Colorado, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New York, North Carolina, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Virginia, Washington, and West Virginia.

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Hemp History Week, June 5-11, 2017, is an industry-wide initiative of the Hemp Industries Association (HIA) and Vote Hemp. The HIA is a non-profit trade group representing hemp companies, researchers, farmers and supporters. Vote Hemp is a national, single-issue, non-profit advocacy group founded in 2000 by members of the hemp industry to remove barriers to industrial hemp farming in the U.S. through education, legislation and advocacy. For further information, please visit www.TheHIA.org.

www.hemphistoryweek.com