



Deep Roots

June 4-10, 2018

FOR IMMEDIATE RELEASE
[Month XX], 2018

CONTACT: [Local Contact Name, Phone]
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[Local Event] to Promote Benefits of Industrial Hemp, Sustainable Agriculture and Celebrate *Deep Roots*

9th Annual Hemp History Week to Feature over 2,000 Local Celebrations Nationwide

[CITY, STATE] – On [Date] [Organization] will host [describe event, i.e. ‘a town hall meeting’] to celebrate the 9th Annual *Hemp History Week*, a national grassroots education campaign taking place from June 4-10, 2018, which aims to renew support for hemp farming in the United States. This year’s campaign theme is *Deep Roots*, which focuses on hemp’s deep roots in American history, and the benefits hemp farming imparts to sustainable agriculture and soil health.

[One paragraph describing the local event.]

WHO: [Organization planning the event and/or “Hemp History Week Organizers”]

WHAT: [Title of event]

WHEN: [Time, date(s)]

WHERE: [Complete location address, including name of building or site if applicable]

[Additional information as needed, describing the event. For example: “This event is free and open to the public” or, “Tickets can be purchased at XXX.”]

Cultivated on North American farms since before the drafting of the U.S. Constitution or Declaration of Independence, hemp is deeply rooted in American history and agriculture. As a regenerative agricultural crop, hemp’s strong roots extend deep into the soil, helping to prevent erosion, and carrying nutrients down into the soil for an ensuing crop. Current uses for hemp today in eco-friendly commodities give consumers more opportunity to buy sustainable products, as hemp clothing, healthful hemp food choices and personal care products become more rooted in our lifestyles. As consumers become more engaged in purchasing environmentally sustainable products, hemp provides a versatile, renewable resource for applications ranging from textiles, food and supplements, body care, fiber composites and home construction.

Hemp History Week will feature a national retailer and event programming with over 2,000 participating stores, community events, restaurant, and hemp product sampling. The campaign will also feature a Take Action component, to encourage Congress to change federal policy by passing the Industrial Hemp Farming Act, and allow American farmers to once again grow industrial hemp.

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Hemp History Week, June 4-10, 2018, 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 about the campaign and these organizations, please visit: www.HempHistoryWeek.com, www.TheHIA.org and www.VoteHemp.com.