

Curaleaf and the Veterans Cannabis Project Launch National Initiative to Support Efforts to Increase Veterans' Access to Medical Cannabis

Custom pre-roll product to be available at dispensaries nationwide; portion of proceeds to benefit the Veterans Cannabis Project and awareness efforts

WASHINGTON, March 28, 2019 /PRNewswire/ -- [Curaleaf Holdings, Inc.](#) (CSE: CURA) (OTCQX: CURLF) ("Curaleaf" or the "Company"), a leading vertically integrated cannabis operator in the United States, and the [Veterans Cannabis Project](#) (VCP), an organization that advocates for unrestricted and supported access of medical cannabis for veterans, today announced an initiative that seeks to raise awareness and marks an important milestone to make legal cannabis more accessible for veterans.

A custom designed "Veterans Cannabis Project" pre-roll product will be available for purchase at dispensaries in the 33 states where medical cannabis is legal. A portion of all proceeds will be donated to the Veterans Cannabis Project. The product will first be available at Maryland dispensaries with a national roll-out following in the coming months. Each box includes five pre-rolls, totaling two grams; prices will vary by state. Images can be downloaded [here](#).

"We have seen first-hand the powerful and positive impact that medical cannabis can have on people's lives," said Joseph Lusardi, CEO of Curaleaf. "Through our initiative with the Veterans Cannabis Project, we hope to bring additional visibility to the important issue of access to cannabis and help the many veterans dealing with a host of ailments such as PTSD, chronic pain, opioid dependency and other conditions gain better access to quality medical cannabis."

"Despite the life-changing potential medical cannabis holds for millions of veterans facing debilitating conditions, federal law makes it illegal for Veteran Health Administration physicians to recommend cannabis as a treatment option, and that's something we urgently need to change," said Doug Distaso, VCP's Executive Director. "We're excited to partner with Curaleaf – one of the most accessible cannabis brands in the U.S. known for its trusted, quality products – as we work to help veterans gain legal access and promote medical cannabis research."

The first "Veterans Cannabis Project" pre-roll product was sold this morning at Curaleaf's Reisterstown, Maryland dispensary at a celebration event.

As part of the initiative, the artwork of veteran artists will also be featured at Curaleaf and participating partner dispensaries. The first featured artist is VCP's Doug Distaso, a military veteran who served more than 21 years in the U.S. Air Force as a special operations pilot. Distaso suffered from chronic pain and PTSD as a result of a plane accident during his tour. After experiencing the medical benefits of cannabis first-hand, he began working to increase access to safe medical cannabis for veterans, while also helping veterans through art therapy. All displayed artwork will be available for purchase at www.vetscp.org.

About Curaleaf Holdings

Curaleaf Holdings, Inc. (CSE: CURA) (OTCQX: CURLF) ("Curaleaf") is the leading vertically integrated multi-state cannabis operator in the United States. It is a high-growth cannabis company with a national brand known for quality, trust and reliability. The company is positioned in highly populated, limited license states, and currently operates in 12 states with 43 dispensaries, 12 cultivation sites and 11 processing sites. Curaleaf has the executive expertise and research and development capabilities to provide leading service, selection, and accessibility across the medical and adult-use markets, as well as in the CBD category through its Curaleaf Hemp brand.

About Veterans Cannabis Project

Veterans Cannabis Project is dedicated to advocating on behalf of cannabis access issues for U.S. military veterans. VCP is committed to educating policymakers and the public about the value of cannabis to veterans and supporting veterans across the nation with the resources they need to understand the value of medical cannabis, know their cannabis rights, and access the tools they need to encourage federal policy change. We work daily to create a community that can heal our nation's broken approach to cannabis and provide veterans with safe, legal access.

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