



Return of the Plant

June 3-9, 2019

Hemp Industries Association® Announces 10th Annual Hemp History Week®: “The Return of the Plant!”

*Passage of 2018 Farm Bill Makes
2019 Hemp History Week More Significant Than Ever*

Phoenix – Hemp Industries Association® (HIA®) has announced plans for its 10th annual Hemp History Week® campaign, the largest nationwide grassroots public education, advocacy, and marketing effort to raise awareness about the diverse uses of hemp; to educate the general public about the unparalleled environmental, entrepreneurial and economic impacts of hemp; and to renew strong support for the farming, processing and production of hemp in the United States.

June 3-9, hundreds of natural product retailers, hemp advocates and HIA chapters across the country will be hosting over 1,500 unique grassroots and retailer events, featuring educational components, hemp product sampling, knowledgeable speakers, documentary screenings and a letter-writing campaign plus community outreach at farmers’ markets, state lobbying days, spring plantings, and other exciting engagement opportunities. Additionally, leading hemp product manufacturers, including: Bluebird Botanicals, Dr. Bronner’s, Manitoba Harvest, Nutiva, PlusCBD Oil, and Prana Principle will offer discounts on select hemp products at participating retail outlets across the country.

“The passage of the 2018 Farm Bill, which redefined hemp as an agricultural commodity and explicitly removed it from the purview of the Controlled Substances Act and the jurisdiction of the Drug Enforcement Administration, makes this year’s Hemp History Week timelier than it has ever been,” said Colleen Keahey Lanier, Executive Director of the Hemp Industries Association®. “The sky’s the limit for entrepreneurs who want to launch farming, processing or manufacturing businesses.”

Currently the greatest importer of hemp, the United States now has the chance to be the biggest producer, paving the way for a new era of hemp cultivation in American soil and a massive expansion of hemp-centric economic opportunities.

For hemp consumers and those new to the plant and its many uses, local events will showcase the wide range of hemp products available—from textiles to building materials and bio-plastics, to nutritional supplements, food, and body-care—while raising awareness about the benefits of hemp, including nutritional, environmental and economic.

“This is our opportunity to further illustrate that hemp is not just a counterculture novelty but a mainstream commodity. Our goal is to make sure that it is being utilized to its full potential,” said Lanier. “This Hemp History Week, we come together in support of hemp farmers, in support of healthy, American-made products, and in support of a more sustainable future.”

For more information about Hemp History Week and local events, visit: www.HempHistoryWeek.com.



Return of the Plant

June 3-9, 2019

A Sampling of Local Events:

Asheville, NC.: For the 4th consecutive year, the City of Asheville will recognize Hemp History Week, issuing a proclamation in its honor. Leaders in the local hemp community will be on hand to receive and give remarks.

May 28, 4:45p.m. - 5:45 p.m. 70 Court Plaza

Fort Pierce, FL.: Hemp Celebration of Treasure Coast Lionfish Safari. After celebrating Hemp History Week for many years, this year, the Florida Cannabis Action Network will work to educate the public about the passage of the Farm Bill and the myriad opportunities it is generating.

June 8-9, 9 a.m. - 7 p.m., River Walk Center, 600 North Indian River Drive.

San Diego, CA.: 10th Annual Campaign Celebration.

- Live music
- Hemp beer on tap
- VIP speakers, activists, and organizers
- Raffle and door prizes
- Hemp vendors

June 6, 6-9 p.m., Music Box, 1337 India Street.

Nashville, TN.: The Hemp Victory Bash is a fundraiser for the TN Grower's Coalition, the Political Action Committee, and the TNHIA. Awareness raising and practical applications workshops during the day (sign-up required); high energy band and auction in the evening. The event will be catered with hemp infused products, hemp cocktails, and hemp beer.

June 6, 11 a.m. - 11:30 p.m., 7007 River Road Pike.

About Hemp History Week:

Hemp History Week 2019 is an industry-wide initiative of the Hemp Industries Association® (HIA®). The HIA is a non-profit trade group representing hemp companies, researchers, farmers, and supporters.

About the Hemp Industries Association ®

Hemp Industries Association ® (HIA) is a 501(c)(6), membership-based, non-profit organization that works to advance the hemp economy and educate the market for the benefit of members, the public, and the planet. Since its founding in 1994, The HIA has worked tirelessly for its 1,200-plus members to expand and protect the sale and marketing of hemp products. The culmination of that work was the passing of the 2018 Farm Bill, which officially redefined hemp as an agricultural commodity and removed it from the purview of the Controlled Substances Act, thereby paving the way for a massive expansion of the market and positioning hemp producers to be a global economic force.

For more information, visit www.thehia.org

For interviews with HIA leadership, contact Robert Hamm at robert@thehia.org



Return of the Plant

June 3-9, 2019

2019 Hemp History Week Sponsors

Hemp History Week is made possible with the support of Platinum and Gold sponsors Bluebird Botanicals, Dr. Bronner's, Manitoba Harvest, Nutiva, PlusCBD Oil, and Prana Principle.

(Media)



Caption: "Featured Farmer: Clenda Stanley-Anderson"



Caption: "Hemp History Week Platinum and Gold sponsors Bluebird Botanicals, Dr. Bronner's, Manitoba Harvest, Nutiva, PlusCBD Oil, and Prana Principle."