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COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT SELECTS CACTUS TO CREATE MARIJUANA EDUCATION AND PREVENTION CAMPAIGN

DENVER (October 8, 2014) – Denver marketing and communications agency Cactus has been selected by the Colorado Department of Public Health and Environment to create the state's upcoming retail marijuana education and prevention campaign. The campaign will continue a statewide conversation with families, health care providers, schools, community groups and retailers about how to safeguard the health of those who use marijuana and those who don't.

The comprehensive statewide campaign to increase public awareness about safe, legal and responsible use of marijuana will launch January 2015 and cost as much as \$4.5 million.

Under health department guidance and with stakeholder input, Cactus will use available research to raise public awareness about marijuana laws and health effects, educate all Coloradans about the short- and long-term health effects of marijuana, educate parents on safe storage and the impact of secondhand marijuana smoke, and work with community partners to prevent underage use. The health department will update and maintain colorado.gov/marijuana, the state's main marijuana Web hub, and support local marijuana education and youth prevention efforts.

"All eyes are on Colorado. Everyone is watching to see how we handle education and prevention with the state's retail marijuana law," said Joe Conrad, founder and CEO of Cactus. "We're looking forward to creating a campaign that promotes safe, legal and responsible use of retail marijuana in an honest, compelling way that everyone can relate to, understand and embrace."

The health department selected Cactus from a strong pool of marketing companies because of its extensive experience with statewide public health campaigns, its knowledge of health issues and behaviors, and its ability to target diverse audiences, including youth and young adults and marijuana users and non-users.

Cactus created and implemented several statewide tobacco prevention and education campaigns, including "SmokeFreeColorado," "The Cigarette Is Dead" and "ONE Step." The agency's "Man Therapy" campaign, targeting men with depression, was named the most innovative campaign of the year in 2013 by the [Safe States Alliance](#).

A full-service communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. Cactus creates meaningful work that makes a huge impact. For more information visit www.cactusdenver.com.

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