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Breaking the Mold: Owners of Cannabis company Partner with Non-Profit to Give Back this Holiday Season

(San Diego, CA)--- Local active duty military and veteran families in need were showered with \$5,000 worth of gifts from George and Cody Sadler, owners of Platinum Vape (PV). It was a true holiday giving experience as George arrived as Santa with PV ambassadors as his elves on a festively decorated bus provided by MJ Tours to local non-profit The Rosie Network. Kids were ecstatic to see Santa climb out of the bus as they all ran to hug him anticipating the goodies in his big red bag. Each lucky child sat on Santa's lap and opened presents that they had asked for on their Christmas wish list. Even the active duty parents and veterans joined in on the fun as they sat on Santa and received presents and gift cards to help with their financial burdens. With classic Christmas carols playing in the background, families ate lunch together donated by Rubio's and celebrated the giving spirit of the holiday season.

Despite the fact that many cannabis companies wish to give to those in need this holiday season, there are many obstacles that arise when donating. The law is somewhat contradictory as cannabis is legal statewide, but it is still federally illegal causing confusion of how cannabis companies can help their community. For example, some non-profits fear that if they accept a donation from a cannabis company it could jeopardize their 501c3 status and the ability to receive future government grants. The ambiguity of the law makes it difficult for cannabis organizations to use their earnings to give back to their local community. Beyond the many legality issues, individual corporate values and beliefs may conflict with these types of donations as often times organizations reject donations from the cannabis industry due to the negative stigma still attached to marijuana.

To minimize the risk, owners of Platinum Vape used their own money to buy the families gifts. George and Cody partnered with Kaylena Pinuelas, CEO of MJ Tours, a cannabis tour company that educates guests on the types and effects of cannabis. Kaylena, who is also a veteran, holds an office inside The Rosie Network, a national non-profit who serves the veteran and military entrepreneur community. Kaylena used The Rosie Network's database to handpick five veteran and active duty families that would benefit the utmost from George's donation. Since the laws are so vague, many, like George of Platinum Vape, choose to play it safe when donating to ensure that they do not in any way jeopardize their licensing.

"With over 39% of San Diego's population being military families, it just seemed natural to partner with a military non-profit this season," according to George. "As 1 in 5 military families in San Diego qualifies for food subsidies, the hope is that these families' holiday will shine a little bit brighter this year." Beyond this generous act of giving, George during the

recent rainstorm went downtown to hand out blankets, food and water to San Diego's homeless community. "I thought working with MJ Tours and Rosie's network would be a more organized way to truly impact people's lives and help them financially move forward in 2019," he said.

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Platinum Vape: Born in 2013 in San Diego, California as a father and son family business with a passion to perfect an oil that would be powerful, consistent, and desirable. Platinum Vape has been a part of the cannabis industry's transitions from legendary California "Wild West" era to the current phase of professional standards and practices. From the start, we've never wavered on our values of hard work, dedication and the stubborn resolve to make the best personal vaporizer on the market. It all begins with selecting the finest plants for extraction. Our farming partners are masters at their craft to ensure pesticide-free, high-potency cannabis flower. The result is top quality cannabis oil. <http://www.platinumvapepen.com>

The Rosie Network: A national non-profit headquartered in San Diego empowering Veterans and Military Spouses through entrepreneurship training and resources. Last year, The Rosie Network's Military Entrepreneur Development Center, helped launch 25 military family-owned small businesses in southern California. They also host Rosie's List (RosiesList.org), the nation's largest search tool featuring verified veteran and military spouse-owned businesses around the country. Helping these families to obtain the American dream of small business ownership, allows them to continue serving while building financial stability. <https://therosienetwork.org/>

MJ Tours: Offering unique cannabis tours to enlighten guests through the senses, infusing historic content, San Diego exclusive establishments and hard to find places that embody the essence of passion for their craft. We strive to educate guests on the different effects while on cannabis so that guests are aware of the different potencies out there, and what may or may not work for them. We want guests to enjoy and respect cannabis as much as we do. <https://mjtourscalifornia.com/>