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MCBA Announces New Appointment to Board of Directors

Portland, OR – July 12, 2017 – The Minority Cannabis Business Association proudly announces the appointment of Linda Mercado Greene to its distinguished Board of Directors.

Greene leads BCG Holdings, Inc, a minority woman-owned cannabis public relations and public affairs firm in Washington, DC. BCG seeks to ensure the delivery of accurate and informed messaging in the cannabis industry and is experienced in effectively advocating positive outcomes with legislators and other officials regarding policies and procedures favorable to those operating in the cannabis industry. Greene has more than 35 years of experience in government and public relations and she has served on numerous business and non-profit boards in the United States and abroad.

“The cannabis industry is continuing to evolve and it will be key for minorities to be an active voice in securing a place for us in the future of the growing market,” said Greene. “The MCBA has become a key player in forming the vision for minorities and I look forward to helping to advance their mission to create equal access and economic empowerment for minority cannabis businesses.”

“The MCBA has made great strides in increasing the dialogue about the importance of diversity in the cannabis industry since our inception two years ago, however there is much work to continue to advance public policy that advance equity for minorities in the industry and support social justice,” said Jesce Horton, President of MCBA. “Linda brings a wealth of energy and public policy experience and we are excited and honored to have her on our Board.”

About the Minority Cannabis Business Association (MCBA)

Founded in 2015, the Minority Cannabis Business Association (MCBA) is the first non-profit organization created to serve the specific needs of minority cannabis entrepreneurs, employees, and patients/ consumers. The organization currently serves members from across the United States and Canada. MCBA’s mission is to create equal access and economic empowerment for cannabis

businesses, their patients, and the communities most affected by the war on drugs. For more information, visit www.minoritycannabis.org.