



2023 CA State Fair Cannabis Exhibit and Award Winners' Media Preview

Educational Displays, Award Winners, Farmers and Speakers Featured Throughout Fair

WHAT:

SACRAMENTO, Calif., (July 10, 2023) Please join us for a special media preview of the second annual [CA Cannabis Exhibit and Cannabis Award Winners](#) at the CA State Fair & Food Festival, on Wednesday, July 12, before the 17-day state fair opens to the public. Media is invited to preview the 7,500 square-foot California Cannabis Exhibit celebrating the California cannabis industry and the 2023 award winners. More than 250 flower entries were evaluated for this year's competition. A total of 60 medals and trophies were awarded.

Members of the media will be among the first to take an educational journey about the cannabis plant, as well as explore the history and current landscape of cannabis in California. Award-winning farmers, experts, and exhibitors will be on hand to bring this vibrant industry expression to life. With consumer safety as a central theme, the Department of Cannabis Control will provide a display on how and why to buy legal licensed cannabis and answer related questions. The 167th California State Fair, one of the largest in the country, opens to the public on Friday, July 14, and runs through July 30, at the Cal Expo Fairgrounds in Sacramento, California.

WHEN:

Wednesday, July 12:

10:30 a.m. – meet at main entrance by California Letters to gain access and be a part of the Fair preview

10:45 a.m. – CA State Cannabis Exhibit and Awards preview

WHERE:

California Exposition & State Fair

Expo Center Building Six

1600 Exposition Blvd., Sacramento, CA 95815

(Enter Fairgrounds at Exposition Blvd and Challenge Way and park on far north side of the lot near the main entrance. Follow signs for Media Day parking.)

WHY:

To celebrate cannabis as a vital contributor to California's economy and agricultural story, cannabis has joined the official CA State Fair roster of coveted competitions including wine, cheese, olive oil and craft beer. The competition and exhibit were created in 2022 to showcase California's incredible cannabis cultivators and to serve as a platform for normalization and consumer education. The California State Fair is the first state fair to create a cannabis awards program and exhibit.

RSVP:

To RSVP, please send an email to deedee@spinpr.com

INTERVIEW OPPORTUNITIES:

- Cultivar Events Founder and Creator of the CA State Cannabis Awards and Exhibit James Leitz
- Department of Cannabis Control Media Relations Manager David Hafner
- Greenshock Farms Founder and CEO Mark Greyshock – Mendocino County-based winner
- Martyjuana™ Founder and Farmer Marty Clein – Mendocino County-based winner
- Humble Root CEO Javier Hernandez
- High Grade Farms & Flawless Flowers Owner Rob Draper – Sacramento-based winner
- Cal Expo and CA State Fair CEO Tom Martinez

EDITOR'S NOTE: Members of the media are also invited to the CA State Fair Cannabis Awards Ceremony on Saturday, July 15, from 5-9 pm.

(Commercial cannabis sales and consumption are not permitted at the CA State Fair.)

CONTACT:

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