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PRESS RELEASE

FOR IMMEDIATE RELEASE:
November 6, 2018

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BUREAU OF CANNABIS CONTROL ANNOUNCES REQUEST FOR PROPOSALS FOR PUBLIC AWARENESS CAMPAIGN

SACRAMENTO – The Bureau of Cannabis Control (Bureau) announced today that it is seeking proposals to develop a two-year statewide public awareness and education campaign related to the licensure of commercial cannabis businesses in California. Campaign development will include effective branding, media planning, strategy development, and a robust communications plan. The campaign will focus on informing the cannabis industry and the public about the benefits of licensing, how to identify licensed businesses, and the dangers of cannabis activity by unlicensed businesses.

To find out more about the specifics of the Bureau's Request for Proposal (RFP) and how to submit a proposal, you may review it online at the California State Contracts Register (CSCR) Cal eProcure web site at: <https://caleprocure.ca.gov/pages/index.aspx>. **To ensure receipt of any addenda that may be issued regarding the requirements, and the Bureau's answers to any questions about the RFP, you must register online at <https://caleprocure.ca.gov/pages/>.** The Bureau of Cannabis Control cannot provide questions to answers outside of the process outlined within the RFP.

The final date for proposal submission is Tuesday, November 20, 2018 at 3:00 p.m. PST.

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For additional information regarding the public awareness and education campaign, or to subscribe to email alerts to hear about updates as they become available, please visit the Bureau's website at <http://www.bcc.ca.gov/>. For information on all three state licensing authorities, please visit the state's California Cannabis Portal at <https://cannabis.ca.gov/>. Follow the Bureau on [Facebook](#), [Twitter](#) and [Instagram](#) for daily news and updates.

Those looking to get in touch with the Bureau of Cannabis Control may send an email to our email address at bcc@dca.ca.gov.