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## PRESS RELEASE

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### **BUREAU OF CANNABIS CONTROL ANNOUNCES VENDOR FOR PUBLIC AWARENESS CAMPAIGN**

SACRAMENTO – The Bureau of Cannabis Control (Bureau) today announced that KP Public Affairs of Sacramento was awarded a contract to develop a two-year statewide public awareness and education campaign related to the licensure of commercial cannabis businesses in California.

The Bureau initially issued a Request for Proposals in November 2018 and then proceeded to conduct a thorough review process of all the submitted proposals prior to announcing today's award.

The upcoming campaign will focus on informing the cannabis industry and the public about the benefits of licensing, how to identify licensed businesses, and why for consumers it's important to purchase products from the legal market.

**###**

*For additional information about the public awareness 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 contact us directly through email at [bcc@dca.ca.gov](mailto:bcc@dca.ca.gov).*