

Date: 10/19/21

California Cannabis Trade Association announces Free Memberships for Social Equity Licensees

As the leading cannabis trade organization in the state, the California Cannabis Industry Association (CCIA) is proud to announce it will now offer free memberships to Social Equity licensees and applicants across the state through a new partnership with the Social Equity Workers and Owners Association (SEOWA).

Representing more than 400 members, CCIA works to ensure legal cannabis businesses are represented in a professional and coordinated way at the state level. “Our goal is to promote the growth and stability of a responsible, equitable, and legitimate cannabis industry, and social equity licensees are a critical stakeholder that must have a seat at the table,” said Lindsay Robinson, Executive Director of CCIA. “We have a responsibility to uplift and support communities most affected by decades of failed drug policy in California through political action, public awareness, and business development.”

The new membership program will provide free access to CCIA’s legislative advocacy and general membership benefits to qualifying* Social Equity applicants and licensees in California. The program will equally focus on promoting local groups working on Social Equity issues in various communities by encouraging Social Equity applicants and licenses to engage directly with those groups.

“SEOWA is excited to partner with CCIA to help Social Equity licensees and applicants gain access to and participate in the crucial state-level lobbying that is the backbone of CCIA. As a Social Equity licensee myself, it’s vital that our voices are at the table when policy reform is being crafted,” stated SEOWA Co-Founder and President, Kika Keith.

Additionally, CCIA is offering the same free- membership partnership to other local Social Equity groups in California.

CCIA is also announcing other changes to their overall membership benefits including lowering the price of the Tier 1 Associate level from \$1500 a year to \$1200, as well as adding exclusive access to host webinars and other educational and promotional opportunities for Executive level members.

For the past eight years, CCIA has been committed to serving legal cannabis businesses in California. For more information please email membership@cacannabisindustry.org or visit cacannabisindustry.org

* To qualify for a free membership the applicant or licensee must be working with one of the local Social Equity groups that CCIA has a partnership with. If your group is interested in a partnership please contact membership@cacannabisindustry.org