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“BE EXCELLENT TO EACH OTHER”

**TO:** ALL MEDIA OUTLETS  
**FROM:** Carole Brodsky, Publicist, Kure Wellness  
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**RE:** KURE MENDOCINO INVITATIONAL  
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**FOR IMMEDIATE RELEASE**

**Mendocino County Dispensary Announces Novel Cannabis Contest**

For Russell Green, founder and CEO of Kure Wellness- three Mendocino County dispensaries, his continuing dream is to showcase and market the region's cultivators and distribute their cannabis flowers to a statewide audience.

"Despite the fact that Mendocino County cannabis has name recognition, very little of our high-grade products are sold south of the Sonoma County line," says Green. "In order to address this issue, we have created the Kure Mendocino Invitational- a customer-driven contest where farms will compete to see who customers vote to be the premiere county cultivator."

The idea for the Invitational is simple. "Come harvest time, we will begin accepting entries from local, licensed farms. The first 28 entrants that meet our high-quality standards will be entered into the contest. Kure staff will do the heavy lifting- testing, packaging, manufacturing and marketing their flower. In February 2022, we will have 28-gram 'sampler' boxes available for purchase by the public. In my view, the public drives the cannabis market. We respect their opinions and are interested in what they think the best products are."

Customers will have the entire month of February to judge the cannabis and submit their ratings to a confidential online portal. "Once we've determined the winners, we will host an elegant dinner party for our farmers and their guest on April 1st, 2022. We want to keep this event simple, safe and focused on the people who are responsible for growing what is arguably the best cannabis in the world."

The event officially kicks off on September 10th with a farmers-only informational supper held at Kure's Lake Mendocino Drive retail outlet." We want to introduce ourselves to our farmers, present the concept of the event and encourage everyone to sign up." Interested attendees should contact Kure to RSVP. Following the event, Kure will begin accepting high-grade flower for consideration from October 1<sup>st</sup> to December 31<sup>st</sup>.

All 28 entrants will be featured in a commemorative booklet, and all 28 entries will be sold at Kure outlets and state partners. "We hope there is enough interest to replicate this event throughout the year, thus providing our farmers with reliable outlets to sell their wares, generating much-needed revenue for our county while creating a fun, memorable event for our customers and supporters," Green concludes.

For more information email [info@kuremendocino.com](mailto:info@kuremendocino.com) attention Leslie or phone (707) 621-5390.

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