

MEASURE

**AF**

MENDOCINO  
**HERITAGE ACT**  
2016

## **PRESS RELEASE**

**For Immediate Release**

### **MEASURE AF SUPPORTED BY TOMMY CHONG AND HERBALIZER**

#### **GAME-CHANGING MEASURE PLACES THE FUTURE OF CANNABIS IN THE HANDS OF LOCAL COMMUNITY AND SMALL FARMERS**

Mendocino, CA (Nov. 7, 2016)

Mendocino County occupies the southernmost vertex of the Emerald Triangle, and come this Election Day, makes a choice which could position it at the pinnacle of artisanal cannabis cultivation. It rests in the passage of Measure AF which creates countywide regulations to protect the environment and preserve the region's heritage cultivation traditions. Drawn up by the Mendocino Heritage Initiative Committee behind Measure AF was formed to protect small cannabis farmers of Mendocino County, the campaign has released a video featuring pioneering comedian/cannactivist Tommy Chong discussing the Measure with Anderson Valley Ambassador Christopher Halmo.

Halmo praises Chong for his long-standing support of this budding industry's grassroots in the historic Emerald Triangle region. "Tommy Chong has earned the trust and respect of the entire cannabis community for his principled stands on issues that affect us all. His support of Measure AF will help pave the way for Mendocino County's future leadership in a legal cannabis industry that benefits the entire Mendocino community."

With Prop 64 likely to pass, massive financial players are eager to industrialize cannabis cultivation throughout the Golden State. It is estimated that California produces up to 70% of cannabis for the rest of the nation. Once commercial market floodgates open up, shouldering this kind of staggering demand will inevitably take its toll on the environment. And once Big Ag, Big Tobacco and Big Pharma get a chokehold on the production, the resulting consolidation could potentially squeeze out the small farmers and nascent artisanal brands.

Measure AF will protect the growers and farmers who have created the industry with regulations that strengthen their hand against corporate takeover by requiring a two-year minimum residency for cultivators and guaranteeing that Mendocino County residents are majority

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shareholders in any cannabis businesses. AF Campaign Manager Sarah Bodnar describes what is at stake for Mendocino County on the ballot: “This citizens’ initiative reflects the pressing need to create a viable pathway for cannabis businesses to come out of the shadows of prohibition and into a regulated industry that protects our local farms, the environment, and the economic future of Mendocino County.”

Chong’s Choice Herbalizer has provided direct support in the form of a donation to help pass the Mendocino Heritage Initiative on November 8th’s ballot. Purchasing a Chong’s Choice Herbalizer helps support regulation and legalization efforts in Mendocino and beyond.

For more information on the Mendocino Heritage Initiative, please visit their website at [www.YesonAF.com](http://www.YesonAF.com), email them at [mendocinoheritageinitiative@gmail.com](mailto:mendocinoheritageinitiative@gmail.com) or call them at 707-200-8239.

And to hear it from Tommy himself, visit his endorsement page at [chongschoice.herbalizer.com/tommychongaf](http://chongschoice.herbalizer.com/tommychongaf).

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