

Brands roll with stoner 'holiday' as legalization grows

Mainstream brands are joining the party

By ALEX VEIGA
Associated Press

LOS ANGELES — Pot-heads have for decades celebrated their love of marijuana on April 20, but the once counter-culture celebration that was all about getting stoned now is so mainstream Corporate America is starting to embrace it.

No, Hallmark doesn't yet have a card to mark "420." But many other businesses inside and outside the multibillion-dollar cannabis industry are using April 20, or 4/20, to roll out marketing and social media messaging aimed at connecting with consumers driving the booming market.

On Saturday, Lyft is offering a \$4.20 credit on a single ride in Colorado and in select cities in the U.S. and Canada. Carl's Jr. is using a Denver restaurant to market a hamburger infused with CBD, a non-intoxicating molecule found in cannabis that many believe is beneficial to their health.

On 420 last year, Pizzino's, a maker of frozen pizza snacks, tweeted an image of a microwave and an oven with the message: "To be

blunt, pizza rolls are better when baked."

"I think brands that associate themselves with cannabis kind of get that contact high. In other words, they're just considered to be cooler by association," said Kit Yarrow, consumer psychologist at Golden Gate University. "As pot becomes more legal, more discussed, more interesting to people, more widely used, then 420 becomes more mainstream as well."

Marijuana normalization has snowballed since 2012, when Colorado and Washington were the first states to legalize recreational use. Eight more followed, including California, Oregon and Michigan. Medical marijuana is legal in two-thirds of the states, with conservative-leaning Utah and Oklahoma among recent additions.

Meantime, the CBD market has exploded. CBD oil can be found in candies, coffee and other food, drinks and dietary supplements, along with perfume, lotions, creams and soap. Proponents say CBD helps with pain, anxiety and inflammation, though limited scientific research supports those claims.

U.S. retail sales of cannabis products jumped to \$10.5 billion last year, a



AP Photo/Richard Vogel, File

In this April 21, 2018, file photo, a bud tender offers attendees the latest products of cannabis at the High Times 420 SoCal Cannabis Cup in San Bernardino, Calif.

threefold increase from 2017, according to data from Arcview Group, a cannabis investment and market research firm. The figures do not include retail sales of hemp-derived CBD products.

Ben & Jerry's was one of the earliest big brands to foster a connection with the marijuana culture through marketing. The Vermont-based ice cream company features Cherry Garcia and Phish Food, honoring late Grateful Dead member Jerry Garcia and the band

Phish. Both bands are favorites of the marijuana-smoking crowd.

To mark 420 in recent years, Ben & Jerry's debuted taco and burrito inspired ice cream sandwiches. This year the company partnered with a San Francisco Bay Area cannabis retailer to give customers who place delivery orders on Friday and Saturday a free pint of Half Baked, a combination of cookie dough and fudge brownie.

"We have a lot of fun, never being overt, but really

playing into the moment of 420," said Jay Curley, the company's global head of integrated marketing.

Last year, Ben & Jerry's also turned more serious, asking consumers to call on lawmakers to expunge prior marijuana convictions and press for pardons or amnesty for anyone arrested for smoking pot. This year the company is using the holiday to call for criminal justice reform.

"We're actually using this as an opportunity not to tell a stoner joke like we have in

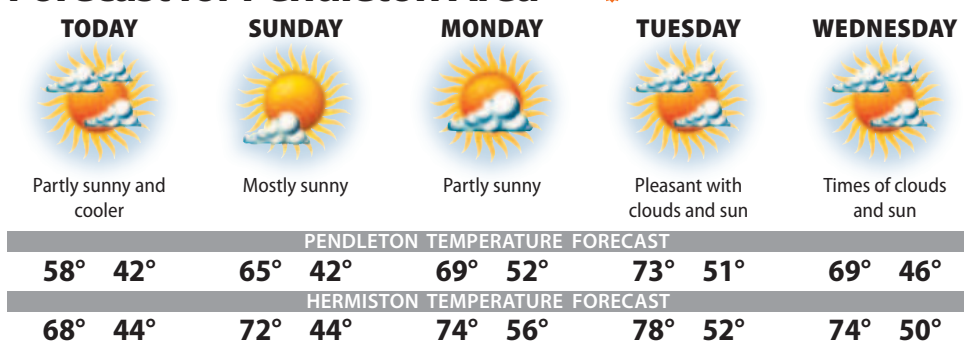
the past, but to raise what we see as a much more serious issue around justice," Curley said.

Those in the marijuana marketplace also are ramping up advertising around 420. Much of the marketing about cannabis or related products takes the form of online ads, emails, text messages and social media. Shops typically offer discounts. Some host parties with food and entertainment. The larger 420 events can draw thousands of people.

Verano Holdings, whose businesses include cannabis shops, sponsors street festivals in Chicago and Tulsa, Oklahoma, where attendees can learn about marijuana products, listen to music and grab a bite. The company expects this Saturday's festival in Chicago, going on its third year, will draw more than 4,000 people. Last year, it drew 1,500, said Tim Tennant, Verano's chief marketing officer.

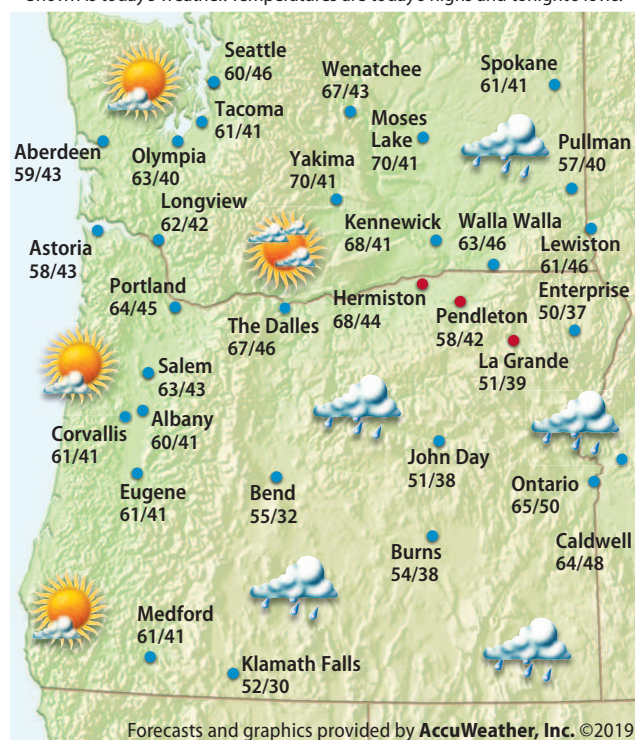
In San Francisco's Golden Gate Park, Hippie Hill will again be the site of a 420 celebration. Last year, more than 15,000 attended the event, which has transformed from a small informal gathering into a full-blown festival of corporate sponsors and commercial booths selling smoking devices, T-shirts and food.

Forecast for Pendleton Area



OREGON FORECAST

Shown is today's weather. Temperatures are today's highs and tonight's lows.



ALMANAC

PENDLETON through 3 p.m. yest.		
TEMP.	HIGH	LOW
Yesterday	77°	52°
Normals	63°	40°
Records	88° (1934)	23° (1966)
PRECIPITATION		
24 hours ending 3 p.m.	0.00"	
Month to date	1.30"	
Normal month to date	0.76"	
Year to date	7.38"	
Last year to date	5.08"	
Normal year to date	4.72"	
HERMISTON through 3 p.m. yest.		
TEMP.	HIGH	LOW
Yesterday	82°	50°
Normals	66°	40°
Records	90° (1934)	24° (1982)
PRECIPITATION		
24 hours ending 3 p.m.	Trace	
Month to date	0.22"	
Normal month to date	0.50"	
Year to date	3.81"	
Last year to date	3.93"	
Normal year to date	3.61"	
WINDS (in mph)		
Today	Sun.	
Boardman	NW 6-12	WSW 4-8
Pendleton	NW 7-14	W 7-14

SUN AND MOON

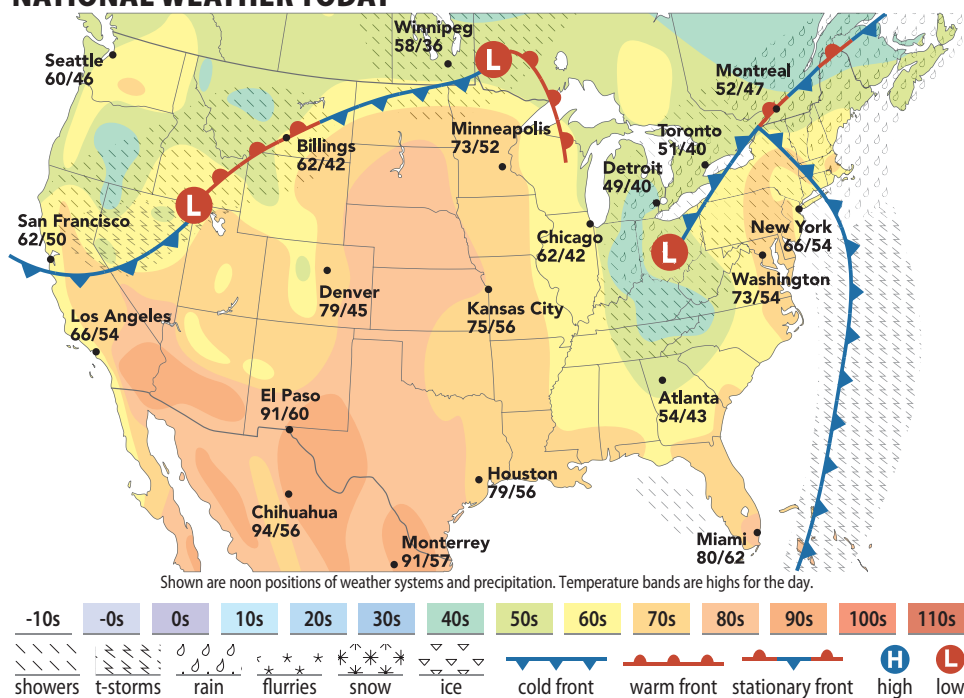
Sunrise today	6:01 a.m.
Sunset tonight	7:48 p.m.
Moonrise today	9:32 p.m.
Moonset today	7:07 a.m.

NATIONAL EXTREMES

Yesterday's National Extremes: (for the 48 contiguous states)

High 102° in Gila Bend, Ariz. Low 18° in Stanley, Idaho

NATIONAL WEATHER TODAY



Portland's mass transit agency bans 'TriMet Barber' for life

PORTLAND — Portland's mass transit agency has banned for life a 32-year-old man who has a history of cutting, gluing or masturbating into women's hair while riding on buses and trains.

TriMet issued the lifetime ban Thursday to Jared Walter, who became known as the "TriMet Barber" for his behavior that has resulted in several criminal convictions over the last decade, *The Oregonian/OregonLive* reported.

"The decision to issue this individual a lifetime exclusion from the TriMet system was not one made lightly," TriMet general manager Doug Kelsey said in a statement. "As a public transit provider, people rely on our buses and trains to get to jobs and services. But we cannot allow Mr. Walter to continue to ride based on his recent actions

and behavior that threatens the safety and well-being of our riders and employees."

Walter was placed on probation for five years in March 2018 following a 2017 conviction for cutting a woman's hair on a bus. He was initially banned from public transportation as part of that probation, but those requirements were later dismissed.

He has been temporarily banned at other times, including a five-year ban issued in 2013.

Walter's crimes prompted TriMet's board to approve an ordinance in September 2017, allowing agency officials to issue longer exclusions and lifetime bans.

"While TriMet worked with authorities to make a ban on riding transit part of Walter's parole or probation, we had no control over the ul-

mate length of his sentences," said Roberta Altstadt, a TriMet spokeswoman. "With new criminal charges pending just four months after his latest release from jail in November 2018, TriMet has invoked the strongest penalty that we as a transit agency can — a lifetime exclusion."

Walter will be able to seek a modification or end to the lifetime ban if he gets treatment and can prove rehabilitation, according to the agency.

While the ban is in effect, Walter could face criminal trespassing and interfering with public transportation charges if he is caught on buses or trains. He is currently in jail involving two more cases of sexual abuse on TriMet light rail trains, stemming from a March 20 incident.

CORRECTIONS: The *East Oregonian* works hard to be accurate and sincerely regrets any errors. If you notice a mistake in the paper, please call 541-966-0818.

Wellness Screening

**2460 SW Perkins Ave.
Pendleton, Oregon**

**April 22 - 26, 2019
7:00 a.m. - 12:00 p.m.**

541-276-6700

No physician order required.

**Wellness Screening being offered in conjunction with
St. Anthony Hospital Passport to Wellness Event**

<p>HEALTH FAIR PANEL \$45.00</p> <p>Broad screening tool to evaluate organ function and check for conditions such as coronary heart disease, diabetes, liver and kidney disease</p> <p>** 12-hour fasting required **</p> <p>Comprehensive Metabolic Panel Lipid Panel CBC - Complete Blood Count TSH - Thyroid</p> <p>HEMOGLOBIN A1C \$20.00</p> <p>Determines how well your diabetes is being controlled</p> <p>PSA \$20.00</p> <p>A screening test for males to detect prostate cancer</p> <p>TESTOSTERONE \$20.00</p> <p>Screening test to measure testosterone levels</p> <p>VITAMIN D \$25.00</p> <p>Measures vitamin D levels that are attributable to numerous health conditions</p>	
--	--

Results reviewed and interpreted by an Oregon-licensed provider.
www.interpathlab.com

EAST OREGONIAN

— Founded Oct. 16, 1875 —

211 S.E. Byers Ave., Pendleton 541-276-2211
333 E. Main St., Hermiston 541-567-6211
Office hours: Monday through Friday, 8 a.m. to 5 p.m.
Closed major holidays

EastOregonian.com

To subscribe, call 1-800-522-0255
or go online to EastOregonian.com
and click on 'Subscribe'

East Oregonian (USPS 164-980) is published daily except Sunday, Monday and postal holidays, by the EO Media Group, 211 S.E. Byers Ave. Pendleton, OR 97801. Periodicals postage paid at Pendleton, OR.
Postmaster: send address changes to East Oregonian, 211 S.E. Byers Ave. Pendleton, OR 97801.
Copyright © 2019, EO Media Group

Subscriber services:
For mail delivery, online access, vacation stops or delivery concerns call 1-800-522-0255 ext. 1

SUBSCRIPTION RATES

	Local home delivery	Savings (cover price)
EZPay	\$13/month	60 percent
52 weeks	\$173.67	41 percent
26 weeks	\$91.86	38 percent
13 weeks	\$47.77	36 percent

*EZ Pay = one-year rate with a monthly credit or debit card/check charge

Single copy price:
\$1.50 Tuesday through Saturday

Circulation Manager:
Bonny Tuller, 541-966-0828

ADVERTISING

Regional Publisher and Revenue Director:

- Christopher Rush
541-278-2669 • crush@eomediagroup.com

Advertising Services:

- Angela Treadwell
541-966-0827 • atreadwell@eastoregonian.com
- Grace Bubar
541-276-2214 • gbubar@eastoregonian.com

Multimedia Consultants:

- Jeanne Jewett
541-564-4531 • jjewett@eastoregonian.com
- Audra Workman
541-564-4538 • aworkman@eastoregonian.com

Business Office Coordinator

- Dayle Stinson
541-278-2670 • dstinson@eastoregonian.com

Classified & Legal Advertising

1-800-962-2819 or 541-278-2678
classifieds@eastoregonian.com or legals@eastoregonian.com

NEWS

- To submit news tips and press releases: call 541-966-0818 or email news@eastoregonian.com
- To submit community events, calendar items and Your EO News: email community@eastoregonian.com or call Tammy Malgesini at 541-564-4539 or Renee Struthers at 541-966-0818.
- To submit engagements, weddings and anniversaries: email rstruthers@eastoregonian.com or visit eastoregonian.com/community/announcements
- To submit sports or outdoors information or tips: 541-966-0838 • sports@eastoregonian.com

Business Office Manager:
541-966-0822

COMMERCIAL PRINTING
Production manager: Mike Jensen
541-215-0824 • mjensen@eastoregonian.com