



**CARRINGTON & ASSOCIATES, LLC**

*Integrity.Passion.Results*

*Since 2005*

## **Position Statement in Support of House Bill 1377 – Equity in Cannabis Advertising Act**

Carrington & Associates, LLC strongly supports House Bill 1377, the Equity in Cannabis Advertising Act. As representatives of various stakeholders in the cannabis industry, we advocate for policies that ensure fair treatment of cannabis businesses, aligning them with other legally operating industries in Maryland.

The overwhelming bipartisan support for cannabis legalization in Maryland reflects the will of the people. Our state has established one of the most comprehensive regulatory frameworks in the nation, prioritizing consumer safety and industry accountability. House Bill 1377 advances this progress by addressing a key disparity: the restrictions on cannabis advertising that unfairly hinder industry participants, many of whom are minority entrepreneurs.

Fair access to advertising is essential for any business to succeed. By providing cannabis businesses with opportunities equivalent to those afforded to other regulated industries, this bill fosters economic growth and equity while maintaining necessary safeguards. Furthermore, expanding advertising opportunities will enhance consumer awareness, ensuring responsible use and informed decision-making.

For these reasons, Carrington & Associates, LLC urges a favorable report on House Bill 1377. This legislation is a necessary step toward a fair and competitive marketplace, reinforcing Maryland's leadership in responsible cannabis policy. We thank you for your kind consideration of our position.