



FOR PARTNERS:

LPP 4/20/24 Activations

BACKGROUND:

At Last Prisoner Project, we're leveraging the cannabis-related interest we see on 4/20 to speak to the human costs of marijuana prohibition and highlight the work LPP is doing to redress these harms. Below are several different ways your company can help LPP (a) galvanize support for releasing cannabis prisoners and (b) enact much-needed cannabis criminal justice reforms this 4/20.

OPTION I: 4/20 UNITY DAY OF ACTON

OPTION II: 4/20 FOR FREEDOM

This 4/20, as in years past, cannabis businesses will rack up sales, public figures will use their platforms to highlight cannabis culture, and millions of Americans will take advantage of their freedom and consume with friends and family.

However, we mustn't forget that this year, as in years past, tens of thousands of people will spend their 4/20 in prison... put there because of nonviolent cannabis-related activity.

We believe anyone profiting from, or otherwise freely engaging with, cannabis has a moral imperative to help secure the immediate release of our nation's cannabis prisoners. This 4/20, Last Prisoner Project is urging the cannabis community to take a moment to acknowledge the criminal injustice that is cannabis-related incarceration.

We've created several eye-catching "**4/20 For Freedom**" social media graphics to help spread the word about our work releasing cannabis prisoners. We're encouraging our partners to use these graphics in their 4/20 social media posts to help amplify LPP's message and raise awareness for this vital cause.

Together, we can make a real difference.

GRAPHICS & SAMPLE COPY:

- Graphics found [HERE](#).
- Please direct your followers to head to www.lastprisonerproject.com/takeaction to get involved.

SUGGESTED COPY OPTIONS:

- We encourage you on this #420ForFreedom to read, act, and share to amplify the impact of our 4/20 advocacy efforts 🙌 lastprisonerproject.org/420
- Make a donation today to support those still incarcerated for cannabis and it will be matched by @Dutchie! 🙌 Make a donation @ lpp.la/donate (link in bio) #420ForFreedom
- Make it a #420ForFreedom ⚖️ Learn more & take action for those unjustly incarcerated for cannabis @ lastprisonerproject.org/420 (link in bio)

SOCIAL HANDLES:

Please consider tagging Last Prisoner Project, and hashtagging #420ForFreedom when you share.

- Twitter: @lastprisonerprj
- Instagram: @lastprisonerproject
- Facebook: www.facebook.com/lastprisonerproject/
- LinkedIn: www.linkedin.com/company/last-prisoner-project

OPTION III: PARDONS TO PROGRESS:

Our [Pardons to Progress](#) campaign, launched in partnership with [Headcount's Cannabis Voter Project](#), makes it ***super easy*** for members of the public to urge their governors to issue clemency grants to our nation's cannabis prisoners.

We'd greatly appreciate you helping us flood governors' phone lines by sharing our Pardons to Progress campaign assets on social media and with your networks.

GRAPHICS & SAMPLE COPY:

- 4/20 campaign video found [here](#).
- Graphics found [HERE](#).
- Please direct your followers to head to www.pardonstoprogress.com to take action.

SUGGESTED COPY OPTIONS:

- This 4/20, join our #PardonsToProgress campaign to urge your governor to use their clemency power to provide relief for people currently incarcerated for cannabis. Contact your governor at www.pardonstoprogress.com! #420forFreedom
- Releasing cannabis prisoners is good policy. And it's popular—72% of Americans support it. Join our #PardonsToProgress campaign to pressure your Governor to commute the sentences of those still behind bars for marijuana. Learn more at www.pardonstoprogress.com! #420forFreedom
- Governors should heed the President's call to pardon people with cannabis convictions. Ensure your state is next by joining our #PardonstoProgress campaign. Send a letter at lpp.la/pardonstoprogressletter! #420forFreedom
- Watch our 4/20 #PardonstoProgress video then join our coalition of advocates calling on the country's governors to use their clemency power to free people still imprisoned for cannabis. Take action at www.pardonstoprogress.com! #420forFreedom

SOCIAL HANDLES:

Please consider tagging Last Prisoner Project and the Cannabis Voter Project when you share.

- Twitter: @lastprisonerprj, @cannabis_voter
- Instagram: @lastprisonerproject, @cannabis_voter