



What you need to know about Oregon's Recreational Marijuana Law

FOR IMMEDIATE RELEASE

June 11, 2015

CONTACT

Tom Towslee
Acting Communications Director
Oregon Liquor Control Commission
503-872-5115
tom.towslee@oregon.gov

*** MEDIA AVAILABILITY ***

OREGON LAUNCHES *WHAT'S LEGAL?*

What Oregonians Need to Know About the New Recreational Marijuana Laws

What: The State of Oregon—via the Oregon Liquor Control Commission—is launching a public education campaign about Oregon's the new recreational marijuana laws. Starting July 1, adults 21 and older can legally possess and use recreational marijuana.

The campaign, *What's Legal?*, clarifies what is allowed—and what is not—under the new laws. It will launch June 16 with a media campaign and a dedicated website that includes a suite of materials designed to educate people about the laws and help them share the information with others.

There will be media briefing and Q&A to coincide with the launch including:

- A brief overview of key provisions of the law (the aspects Oregonians have been most curious about);
- An inside look at the campaign strategy and creative; and
- Q&A

Where: 1-866-952-1907

Conference ID: *LEGAL*

Program Title: *What's Legal? Recreational Marijuana Media Call*

When: Tuesday, June 16, 2015, from 10 to 11 a.m.

Who: Tom Towslee, Oregon Liquor Control Commission

Visuals: Beginning June 16, visuals can be found at www.whatslegaloregon.com.

###