

For Immediate Release

June 7, 2023

Media Contact: Bernice Geiger, Bernice.Geiger@rld.nm.gov

New Mexico Regulation and Licensing Department’s Cannabis Control Division Launches “Yes & Know” Responsible Use Cannabis Campaign

Campaign educates the public on safe cannabis consumption and storage and the effects of driving under the influence of cannabis



SANTA FE – This week, the Cannabis Control Division of the New Mexico Regulation and Licensing Department (NMRLD) launched an advertising campaign to educate the public on responsible cannabis use. Topics of the campaign include safe consumption, where cannabis use is allowed, safe storage, keeping products away from children and pets, and how cannabis can affect individuals if driving.

“The Cannabis Control Division is committed to being a helpful ally in the New Mexico cannabis market. We recognize the need for education in this new cannabis industry,” said Regulation and Licensing Department **Superintendent Linda Trujillo**. “This campaign opens the conversation for responsible storage and safe cannabis consumption.

In partnership with Albuquerque-based marketing firm Kilmer, Kilmer, Marshall & Duran (K²MD), this is the first campaign from the Cannabis Control Division since the inception of adult-use cannabis in April 2022. The objective is to educate and inform the public about best practices ensuring responsible consumption while combatting misinformation surrounding cannabis use.

The campaign includes outdoor billboards, television, radio, and print ads as well as connected TV (e.g., Hulu, Crackle and A&E Network) and online digital advertisements.



Advertising resources can be found at YesandKnowsNM.com.

###

About NMRLD:

The New Mexico Regulation and Licensing Department which houses the Cannabis Control Division, regulates more than 500,000 individuals and businesses in 35 industries, professions and trades across the state. Its goal is to assure that New Mexicans receive quality services from qualified individuals and businesses while also ensuring fair and prompt administrative process. To learn more visit rld.nm.gov.

