

ADVERTISEMENTS FOR MEDICAL MARIJUANA



Advertisements for marijuana in the Denver area are considered to be rather aggressive, especially as there are plenty of billboards and different forms of advertisements placed all around as a way of promoting the drug and its capabilities, promising a high to all. This form of advertising, often referred to as being “in your face”, will likely be removed from the Denver area as the city council voted with one another in a unanimous 13-0 decision to completely ban outdoor advertisements for marijuana. The ordinance, which happened to be passed through city council earlier on in the week, is seeking to eliminate the city’s marijuana industry, which is quite competitive at this point in time. The council members for the city believe that more needs to be done as a way to crack down on these kinds of advertisements. One councilman, Paul Lopez, said, “I don’t appreciate folks that are out in front of a creepy old van slinging this dope, and they’re making this industry look bad.” He also said, “I’m sick and tired of my neighborhood being overrun by folks who don’t respect it.” The ban on medical marijuana advertisements would include billboard advertisements, advertisements featured on sidewalks and advertisements on benches. The advertisements would still be able to be featured in print advertisement, television advertisements and radio advertisements. However, all advertisements must include a disclaimer, in which it is clearly stated that the medical marijuana is for registered patients in the Colorado area only. The marijuana industry in the city of Denver was quite uncertain on the advertising and the possibility of a ban on such advertisements as well. In fact, one particular group, the Medical Marijuana Industry Group, was pushing for the ban of medical marijuana, believing that such advertisements made the industry look bad and gave people a completely wrong impression of the whole thing. On the other hand, several other groups in the industry have argued that a ban like this simply goes way too far. One member, Cheri Hackett, has said, “We don’t necessarily need sign spinners on the side of the road. But we do need to opportunity to educate.” The whole idea of advertising for marijuana is still in an entirely different spectrum, especially since the existence of the marijuana industry in itself is in violation of the federal drug law. It is actually illegal to grow marijuana, sell it, and even advertise for it but different states have different laws about it, especially when it comes down to people who rely on it for a number of different medical conditions.