



## MEMBER PLEDGE

Colorado Leads is an organization where different marijuana businesses unite to advance cannabis policy, promote community engagement, further responsible legislation, educate different stakeholders, and protect the rights we have earned through cannabis legalization.

As business leaders dedicated to this vision and goal, and as Colorado Leads members, we PLEDGE:

To **LEAD** by example and carry forth our values. More than business owners and representatives, we are community leaders who want to bring positive change to the places where we live, work and operate.

To **EDUCATE** and share our knowledge and passion. We are committed to educating stakeholders on the economic and community benefits of a well-regulated cannabis legalization framework.

To **LISTEN** and have an open mind. In order to create a thriving community, different perspectives and ideas should be heard and respected. We aim to identify opportunities for meaningful, honest conversations to take place.

To **ADVOCATE** and use our positions and voices. We will champion the advancement of responsible and sensible legislation with integrity and transparency.

To **COMPLY** with all existing marijuana regulations. We pledge to go above and beyond existing requirements in our goal to protect public safety and public health.

To **PROMOTE** an equitable environment. Minority communities have been the most impacted by the war on drugs. We want to ensure that the growth of the marijuana industry promotes diversity and inclusion.

To **RECIPROCATE** to our communities. Through philanthropic efforts we want to advance social justice endeavors in our communities and give back to the people of Colorado.

To **INTEGRATE** and bring people closer together. We strive to bring together great hearts and minds that, like us, are committed to excellence.

We pledge to be part of the solution, and to fight for improvements that are reflective of the values we hold dear. We can and will do better – as business leaders, individuals and as a united organization.