

OGeez! News With A Twist

How to Gummy in a Heat Dome

This is usually the time of year when news outlets everywhere give you ideas and lists of all the fun things you should be doing to embrace the outdoors.

But this year that's obviously a no-go. Unless you've been living under a rock, you know that Arizona has been living with brutal, record-breaking temperatures because of the so-called Heat Dome.

But sources told The Dispatch that they need some levity to cope with this dangerous and insufferable weather streak. So we've compiled a (very obvious) list of things not to do: No hiking in extreme heat, no outdoor exercise classes and no depriving yourself of water.

And we do have a number of recommended OGeez! products to at least help relieve your stress — even if they can't physically keep you cool.



Happy Balance (OGeez!'s CBD-THC ratio gummy), Peg's Raspberry Orange RSO and Pink Lemonade (the company's limited-edition summer gummy) have all been flying off the shelves since the heatwave hit.

"Being outside is virtually impossible," said one OGeez! consumer. "We've been inside with the air conditioning blasting and snuggled up with bags of Happy Balance. It keeps me from freaking out."

Others said the same about their favorite OGeez! products. "The planet is going through serious turmoil," said one OGeez! user. "We're just praying for a break in the heat and trying to survive. Our OGeez! gummies are making it all more bearable."

Thank you, TIMELESS



Top executive at Timeless had some seriously 'kind' things to say about OGeez! last month.

When asked on a podcast with the financial website Benzinga for examples of companies that are "doing it right," Josh Hirsche, the president of Timeless, was quick to shout out OGeez!.

The company, he said, is "very culturally similar to us" and does "a good job of telling their brand's story."

OGeez! CEO Bran Noonan said getting praise from Timeless is like "The good housekeeping seal of approval, but with an edge."

"It's the ultimate compliment," said Noonan. "Timeless is the epitome of cool. And, more importantly it has incredible products and is one of the most innovative cannabis brands in the market."

Timeless started as a streetwear and lifestyle clothing brand back in 2010 and then, when Arizona opened to the medical sector it became Arizona's first cannabis vape brand.

And the Timeless star has been rising ever since.

In addition to Oklahoma, the company is now also in California, Ohio, Missouri and Oklahoma — and is continuing to expand.

"They just have their thumb on the pulse of what's happening in food, fashion, sports and culture," one Timeless fan told The Dispatch.

The company is celebrating its 10th cannabis anniversary so it's now also an industry veteran, sources say. "Cannabis is like dog years so we're really getting up there in age," Hirsche noted.

Noonan said Timeless is a "great friend to OGeez!" and that the two companies are planning to work together on "lots of future collaborations."



The curtain is rising on a new — and, dare we say, dramatic — OGeez! partnership.

According to well-placed sources in the performing-arts community, OGeez! is teaming up with the historic Rialto Theatre in downtown Tucson.

The gummy company will have tables set up at the cinema-and-performing-arts venue for several upcoming shows, including performances from the hip hop group Death Grips on July 21, blues rock artist Kenny Wayne on July 26 and comedian Tim Heidecker on July 31.

"The Rialto is a historic gem for Tucson and for all of Arizona," said an OGeez! executive. "We are honored to be associated with such an esteemed institution and one that also hosts amazing shows."

According to inside sources, OGeez! will also have on-screen branding and will be giving away tickets to shows at the Rialto.

Check out the company's social media channels for more details on all of that.

Barbie VS OPPENHEIMER

As Arizonians desperately try to escape the sweltering conditions, they're flocking to air conditioned movie theaters. Thankfully, there are two (very different) blockbuster films out in theaters: Barbie and Oppenheimer. OGeez! surveyed its Instagram followers to find out which they were planning to see first. Below are the results. Either way, pop an OGeez! gummy before you go.



Ambassadors hit the pavement

OGeez! brand reps are out in force and are barnstorming the Grand Canyon State. A dozen OGeez! ambassadors are fanning out to spots throughout the valley, including smoke shops, cafes, bars and restaurants.

These OGeez! fairy godmothers are not only giving out non-medicated gummy samples, but will soon also be giving out tokens — redeemable at a slew of partnering dispensaries.

Arizona cannabis sources said OGeez! is the first cannabis company in the state to launch this type of token program and one of the first to deploy street teams. In addition, sources say this may be the first-of-its-kind cannabis token program nationally.

"This is the most groundbreaking use of tokens that we've seen in decades," said the President of the National Token Business Bureau. "We're following the program very closely and hoping other businesses, both cannabis and non, will replicate it."



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The system does seem to be an all-around boon so far. "It's driving traffic to our dispensaries and bringing in new consumers," one OGeez! executive told The Dispatch.

Sources say the company just finalized the look of a new-and-improved token and that it should be on the streets early this month.

In the meantime, it's been giving out placeholder tokens at its Lemonade Stands, where OGeez! is serving up refreshing glasses of pink lemonade and non-medicated samples of its Limited Edition Pink Lemonade summer gummy.

In July, it held lemonade stands at Zen Leaf in Mesa and in Chandler, the Flower Shop, All Greens in Sun City and in Quartzsite, White Mountain Health Center in Sun City and Sticky Saguaro in Chandler.

"Can't stop, won't stop," said one OGeez! brand rep. "That's our motto and we're sticking to it."

OGeez! Sports Section

Gummyville's Purple Wave

MLB star Lourdes Gurriel Jr. has inspired a purple wave across Gummyville.

The Arizona Diamondbacks' left fielder has been in the spotlight this season for both his hot bat and his mop of purple hair. Gurriel and his brother Yuri Gurriel — who plays for the Miami Marlins — both go by the nickname La Piña (or the Pineapple) because they sport hairstyles that some say look like the top of a pineapple.

And they've leaned into that moniker. Last month, Gurriel and his three children wore pineapple-adorned suits to the red carpet of the MLB All-Star Game.

Now, residents all over Gummyville are painting the town purple and buying up pineapples and pineapple apparel.

The trend has been particularly pronounced in Gummyville's baseball community, with teams sporting their dugouts purple and players sporting uniforms covered in mini pineapple icons.

"Everyone is all about purple and about pineapples," said one local Gummyville official. "Both purple paint and pineapple sales are through the roof."

Meanwhile, two groups of gummies have started petitions lobbying for OGeez! to add two new flavors: Grape (purple, of course) and Pineapple.

The company recently added Red Apple, Peach and Peaches N' Cream to its gummy line-up. OGeez! executives declined to comment on grape and pineapple, saying only that "we never rule anything out" and that "everything is always under consideration."



OGeez! The Holiday Helper

Yeah, we know there are lots of manufactured Hallmark card holidays that make us want to gag. But with the unrelenting Heat Dome we've decided why not lean into all of them and gummy our way through the month. Here are some of the August holidays that require a little OGeez! love:

- August is Peach Month:** Stock up on The Fruits and pick out the peach gummies!
- August 3rd is National Watermelon Day:** Again, grab a bag of The Fruits, but this time pick out the watermelons!
- August 6th is Friendship Day:** Give a bag of OGeez! to a friend!
- August 7th kicks off National Smile Week:** We dare you to say OGeez! without smiling!
- August 14th is National Creamsicle Day:** You know what to do: Grab a bag of The Creams and go to town!
- August 15th is National Relaxation Day:** Take your pick. Grab whatever OGeez! product chills you out the most.

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