

## OGeez! News With A Twist

# Team OGeez! Gears Up for Month of All Nighters

## BUDS-A-PALOOZA

PRESENTED BY  Trulieve



OGeez!'s street team is getting caffeinated up in preparation for an all-out 4/20 blitz.

"We'll sleep after 4/20," said one brand rep. "We have non-stop activities in the lead up to the industry's high holy day."

This year OGeez! is going extra hard because there's a rare numerical occurrence.

"It's 4/20/24. We cannot ignore the fact that there are more fours and more twos than normal in the date," said a top OGeez! executive. "We need to seize the moment."

To harness this rare moment, OGeez! is running promotions at dispensaries statewide, sponsoring mega events, giving out swag and passing out gummies 24/7.

On April 19, OGeez! will be sponsoring the main stage at Buds-A-Palooza, where the Hip Abduction, Shwayze, Kash'd Out, Eli-Mac, Herb N' Life, and DJ Zonii will all perform. If Team OGeez! is not at its tent, they will likely be high fixing their buddies at Trulieve, which is sponsoring the mega event.

OGeez! will also be hosting "Beat the Buzzer" activations at yet-to-be-announced dispensaries, giving consumers a chance to smash a giant OGeez! stopwatch at exactly 4:20 in exchange

for gummies and prizes. And the company will be onsite at the Fried French Fry & Music Festival, taste testing French fries, listening to music and hitting up food trucks.

"April is a no-sleep month," said one member of the OGeez! team. "We are out in force. It's go time."

## Where is OGeez! hanging out for 4/20?

OGeez! brand reps will be crisscrossing Arizona, hitting up dispensaries, musical festivals, gourmet dinners, charity events and more. Here are just a few of the places you'll see them.

- 4/12: Friday Highday After Dark in Phoenix
- 4/13: Shanti Sound in Scottsdale
- 4/13: The Original Taste at the Scottsdale Civic Center
- 4/19: Buds-A-Palooza in Phoenix
- 4/20: Fried French Fry & Music Festival in Phoenix
- 4/26: The Agritopia Infused Dinner in Gilbert

## OGeez! Amps Up RSO Relief — Just in Time for 4/20



OGeez! is bringing an extra powerful version of its industry-leading Peg's Raspberry Orange RSO to medical consumers.

The new 1,000-milligram bag will have 10 gummies, clocking in at 100-milligram a piece and will require a medical card for purchase. "We're extremely proud of this product," said Bran Noonan, OGeez!'s CEO. "We're expecting it to have extremely powerful results for our beloved medical consumers."

The product, like all of the company's RSOs, is named after OGeez! founder, Peggy Noonan, who passed away in 2021 after a four-year battle with Leukemia.

It's the next RSO installment on the OGeez! roster, joining the 100-milligram bag and the Big RSO, an oversized 100-milligram gummy that's perforated into 10 slices.

All have been in extremely high demand, Bran Noonan said. "We're happy to be able to bring this to market in time for 4/20. We know our medical consumers are breathing a huge sigh of relief at this news."

## Dispatch Under Fire Over Summer Gummy Flavor Reveal



OGeez! has slapped the Dispatch with a cease-and-desist letter. The move came after the paper discovered this year's limited edition summer flavor and contacted OGeez! for comment.

The Dispatch's editor-in-chief said the organization has "lawyered up" and will hold off on revealing the hotly anticipated flavor until the matter is resolved.

"All I can say is that I think this gummy is going to surpass the last two OGeez! limited edition summer gummies combined," the editor said.

Cannabis experts said besting the popularity and sales of OGeez!'s last two summer gummies — Piña Colada and Pink Lemonade — would be "insane."

"Remember how people were lining up at all the lemonade stands outside of dispensaries? How are they going to beat that?" said one expert.

OGeez! executives declined to comment, saying only that the world would have to wait until the gummy is launched on the first day of summer, June 21. But one Pink Lemonade gummy, who is mentoring the new class of summer edition rookies, gave the Dispatch a little clue. She said it was "either a beverage or a beloved ice cream flavor." We shall see!

## Gummyville Taking One-Minute 4/20 Break



Gummyville is taking a one-minute citywide break on April 20 at 4:20 p.m.

The city will close down the post office and all municipal offices for 60 seconds to pop a gummy and "appreciate the significance of the holiday."

Several gummies interviewed by The Dispatch said they would use the time to go for a one-minute run, watch a one-minute Instagram reel, do one minute of push-ups or get a one-minute massage.

This is the first year that Gummyville is observing the one-minute vacation, but gummies have spent years lobbying for it. "It's an important time to stop and appreciate the cannabis community that we all know and love."



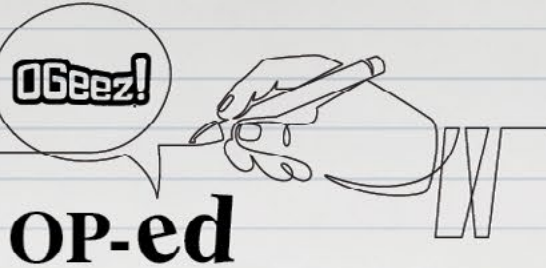
## Sleep Edition Notches Gummy Madness Win

OGeez!'s Sleep Edition snagged the top prize in the company's Gummy Madness competition.

The competition — which ran for three weeks at 35 dispensaries statewide — pitted OGeez!'s gummies against each other in four brackets, paying homage to the NCAA's March Madness basketball tournament. Winners of each bracket went on one-week BOGO promotions at participating dispensaries like The Mint, Zen Leaf, Sticky Saguaro, JARS, Ponderosa, Valley of the Sun, The Giving Tree, and NatureMed.

Needless to say, the matchups were wild, with diehard fans coming out in force. But in the end, the Sleep gummy, a mix of THC and CBN, "had the mojo to power through," said one sports analyst.

The gummy will be on a BOGO promo until April 8, the day of the final NCAA game.



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## Give it up for the Budtenders

The Dispatch's Editorial Board wants to give a huge shout-out to all of Arizona's hardworking budtenders. This army of cannabis gatekeepers is such a crucial part of this industry and deserves serious accolades.

So, the Dispatch is encouraging every cannabis lover to stop what they're doing when they read this sentence and give your nearest budtender a hug.

"These men and women are on the frontlines every day and we all owe them a debt of gratitude," said the chairwoman of the Editorial Board, adding that the organization is planning more budtender appreciation events for the near future.

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