



Contact:
 YOUR NAMEXXXXXXXXXX
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 FOR IMMEDIATE RELEASE: DATE

**A DOCUMENTARY EXPLORING
 HOW MARIJUANA HAS CHANGED.**

“You have no idea of how powerful marijuana is now compared to what people used in the 60’s and 70’s.”
 Victor Strasburger, MD

SCREENING INFORMATION
ADD TIME & LOCATION
Doors Open at XXXXX FREE to the public

Marijuana has changed. And with changes in the drugs usage and legality, medical and recreational, the perception of marijuana has also changed dramatically for youth and parents. “New Marijuana” is a project that includes information about cannabis affect on our bodies, on the developing teen brain and how marijuana affects driving. It also includes a brief history of the plant in the U.S. as well as a tour of a large growing facility in Colorado. The campaign utilizes a variety of media and video tools to reach parents and teens to emphasize informed choices. Filmed in Colorado and New Mexico, the documentary originally was broadcast in New Mexico in August and is now making the national rounds. It will be showing at a free public screening on DAT AND TIME at LOCATION. The programs Emmy © Award winning director/producer, Chris Schueler will be present to lead a question and answer session following the film.

“They weren’t able to recall the information, or recognize the information at the end. These were the kids that were the marijuana users. These were the ones who had the most trouble with learning and memory in the study. And the more marijuana they used the worse their learning and memory was.”

Robert J. Thoma, PhD
 Clinical Psychologist

“With all the changes that we’ve seen in the past few years regarding legality, it seemed really important to take a look at cannabis and it’s various uses,” said Producer/Director Chris Schueler. “We work with a large number of young people and they were all saying that pot is prevalent, extremely easy to obtain and wanted to know the truth about the drug – good and bad.”

(ADD YOUR ORGANIZATIONS QUOTE – HERES A SAMPLE) “Our organization is all about making honest information available to parents and youth so they can make their own, healthy, decisions,” commented YOUR ORGANIZATIONS LEADER. “We are using the most up to date information we can find. With medical marijuana already legal in many areas and with access increasing, this is crucial for parents in particular.”

“We started this project with a series of ‘think tanks’ involving youth and parents and various experts discussing and learning how marijuana has changed so dramatically in the last few decades and what that means to everyone,” said Schueler. “Not surprisingly, there are some very clear issues including access, strength of the drug, its various forms, affects on brain development and the perception of safety.”

Produced by multiple Emmy © Award winning Christopher Productions, LLC, the project has been in production for over a year. “We filmed part of it inside several growing facilities,” said Schueler. “When we flew home after being inside with the plants all day, and smelling the way we did, the crew was worried we’d all be arrested at the border.”

The screening is **free and open to the public.**

For more information visit:

www.NewMarijuana.info or Facebook at: **NMNewMJ** or

ADD YOUR WEBSITE HERE and ChristopherProductions.org

MORE

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ADD YOUR LOCAL CONTACT PERSON HERE

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