**THE FOLLOWING TEXT SERVES AS A TEMPLATE THAT LICENSES HOLDERS MAY CHOOSE TO USE IN THEIR CORRESPONDENCE WITH MPs CANDIDATES. Candidates**

**YOU MAY USE SOME OR ALL OF THE TEXT TO CATER YOUR UNIQUE OUTREACH.**

Dear [*Candidate’s Full Name*],

Thank you for taking an interest in the future of our country and running for political office!

Please allow us to introduce ourselves. We are a local enterprise, part of Canada’s diverse cannabis community and a local Health Canada License Holder (LH). We consider it a privilege to be amongst those who worked hard to meet the stringent licensing obligations.

[Introduce License Holder’s story speaking to local roots / your journey to obtaining a license / why you choose cannabis / or another brief personal note.]

We are proud to be playing a part in this progressive effort that has many global implications for cannabis. With the upcoming Statutory Review of the *Cannabis Act* on the horizon, we take the responsibility for achieving the public health underpinnings seriously - which after nearly 3 years – are relatively favourable.

Since the Royal Assent of the *Cannabis Act* (Bill C-45) in June 2018 and the legalization of adult recreational cannabis in October of the same year, we have witnessed a significant increase in registered economic activity. Combining the economic clout strength of our Health Canada Licence Holders, more than 2000 retail cannabis storefronts, and a bevy of innovative ancillary industries, more than 30,000 Canadians are constructively employed in the cannabis industry.

As impressive as that number is, we wish to highlight the incredibly large, missed opportunity that is represented by – at least – half of adult recreational cannabis sales that continue to drive profits to illegal and criminal players, in tandem with undermining key public health objectives. We want to grow the pie, and that includes increasing revenues for governments, who are currently missing out on approximately a billion dollars in tax revenue.

[In a recent letter to your Party Leader, the Cannabis Council of Canada (C3) asked 8 questions](https://cannabis-council.ca/advocacy) that represent a comprehensive perspective on the #FutureofCanadianCannabis. The questions reflect an understanding that there is a broad cannabis community that has proposals for social and economic progress, within the public safety objectives, that motivate us all.

We have prepared a [#FutureofCanadianCannabis Voter Checklist](https://cannabis-council.ca/files/Election-2021-Voter-Checklist.pdf), and we would like to take just a few moments to gauge your awareness and support for key initiatives of the cannabis community. Ideally, we would like an opportunity to meet with you to discuss these policy issues, and we can make ourselves available via whatever means you prefer that is permitted by local public health authorities.

Thanks again for your willingness to stand for office and for taking the time to review our requests.

Yours truly,

[License Holder Name]