



**Cannabis Council
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FOR IMMEDIATE RELEASE

Cannabis Council of Canada Announces Departure of CEO George Smitherman

Toronto, ON, January 31, 2024 – The Cannabis Council of Canada (C3) announces today that George Smitherman will be stepping down from his role as Chief Executive Officer effective January 31, 2024. After serving with dedication and distinction, Mr. Smitherman has decided to pursue new opportunities, leaving behind a legacy of leadership that has significantly contributed to the growth and development of the cannabis industry.

Throughout his tenure, Mr. Smitherman contributed to the strengthening of the C3's position in advocating for shared interests and fostering meaningful relationships within the industry. He worked to broaden C3's membership, prepared members for the Cannabis Act Review, and was an active participant in the Expert Panel's consultation process. Under his leadership, the organization has navigated challenges, fostered collaboration with government, and advocated for policies that support the viability and growth of the cannabis sector.

Rick Savone, Chair of the Board of C3, expressed gratitude for Mr. Smitherman's impactful contributions, stating, "On behalf of the Board, I would like to extend our sincere thanks to George for his service as CEO. His commitment and tireless advocacy have been instrumental in bringing our organization to new heights of representation, advancing the interests of our members and the cannabis industry as a whole. We wish him the very best in his future endeavors."

Reflecting on his time with the organization, George Smitherman said, "It has been a privilege to lead the Cannabis Council of Canada and work alongside our dedicated members and stakeholders. I am proud of what we have achieved together, and I have full confidence in the C3's continued success in the future."

The Board of the Cannabis Council of Canada will initiate a comprehensive search for a new Executive Director to take the organization into its next chapter. It encourages those interested in the position to send their application to hello@cannabis-council.ca.

In the interim, C3 Treasurer Tamara Lovi and C3 Secretary Elisabeth Sieber will assume the role of Acting Co-Executive Directors, ensuring the smooth continuation of C3 operations.

The Cannabis Council of Canada remains committed to advocating for the interests of the cannabis industry and looks forward to building on the foundation established by Mr. Smitherman as it enters its next new phase.



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For media inquiries, please contact:

media@cannabis-council.ca

About Cannabis Council of Canada (C3)

The Cannabis Council of Canada is the national trade association representing businesses that are dedicated to the responsible production and distribution of cannabis. C3 advocates for the interests of the Canadian cannabis industry, working to create a supportive regulatory environment and promote the economic and social benefits of cannabis legalization.

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