

FOR IMMEDIATE RELEASE

Community Groups, Cannabis Advocates Launch #Joints4JabsLBC to Encourage Safe and Healthy Recreation

Long Beach residents age 21+ who get vaccinated at the July 24th pop-up clinic in Houghton Park will receive a token redeemable for one pre-roll to encourage COVID-19 vaccinations and safe cannabis use during the Summer months

LONG BEACH, CA - Community based organizations with the Healthy Long Beach campaign in partnership with the Long Beach Collective Association (LBCA) will lawfully distribute tokens redeemable for one free pre-rolled joint on Saturday, July 24 to Long Beach residents 21+ who get vaccinated at the one-day pop-up clinic at Houghton Park. Dubbed “Joints for Jabs LBC,” a play on the jab of a vaccine injection, the community effort aims to encourage equitable distribution of the COVID vaccine and promote safe practices for Long Beach residents to light up this Summer.

“We all want to have a safe summer and enjoy one another’s company even as the pandemic continues on and recreation opens up,” said James Suazo, Executive Director with Long Beach Forward. “Cannabis is part of our Long Beach culture and to safely share a joint without contributing to the spread of COVID-19, we must all do our part to get vaccinated. With the delta variant becoming the dominant COVID-19 strain in Los Angeles County, we want our unvaccinated neighbors to catch a free marijuana strain instead so we can protect each other.”

Remarked by the LBCA: “The LBCA supports public health efforts. Cannabis products provide safe access to alternative medicine. Supporting vaccination efforts for our communities falls in line with LBCA stance on promoting healthy living and prevention. The LBCA is excited to be a part of this community campaign. The July 24th Jabs for Joints clinic would not be possible without LBCA Members, Cannafame’s Hesh pre-rolls, VRX Labs, and Flight on Cherry dispensary, Thank you.”

As of July 6, 56.3% of all Long Beach residents have received at least one dose of a COVID-19 vaccine, leaving a sizable gap towards the collective goal of herd immunity. Similar to trends across California, Long Beach residents ages 18-34 remain as a significant block of people who are unvaccinated, with only 51.1% being vaccinated according to the City of Long Beach COVID-19 Digital Dashboard. City data also indicate that vaccination inequities continue to exist by zip codes, with 90813, 90805, and 90810 experiencing the lowest vaccination rates between 43% to 50% respectively.

The one-day clinic will take place on Saturday, July 24 from 9am to 1pm at Houghton Park, 6301 Myrtle Ave, Long Beach CA 90805. Vaccinations and #Joints4JabsLBC tokens will be distributed to the first 150 Long Beach residents in attendance while supplies last. Children and young adults ages 12 to 20 can also receive vaccinations but will not be eligible for #Joints4JabsLBC tokens.

In January 2021, Long Beach Forward launched the Healthy Long Beach campaign using door-to-door and direct outreach to spread public health education about COVID-19 resources and ensure equitable vaccination efforts across West, Central, and North Long Beach, reaching over 10,000 homes to date. #Joints4JabsLBC is a collaboration between the Healthy Long Beach campaign and the Long Beach Collective Association. For more information, visit www.lbforward.org/healthyhb.



About LBCA: The Long Beach Collective Association (LBCA) is a 501(c)4 non-profit cannabis trade and advocacy organization. LBCA Members include cannabis operators, affiliate businesses, social equity candidates, and advocacy supporters and activists. The Long Beach Collective Association is committed to safe and legal cannabis access through advocacy, education, philanthropy and policy development with the city of Long Beach and State of California.

About Long Beach Forward: Long Beach Forward builds community knowledge, leadership, and power with low-income communities of color to drive real change and to advance the vision that Long Beach can be a place where race and income do not determine one's future—it can be a community where everyone is safe, connected, and healthy. Established in 2010, Long Beach Forward coordinated the efforts of The California Endowment's Building Healthy Communities initiative in Long Beach. Currently, Long Beach Forward provides leadership, strategy, communications, and convening support to multiple coalitions; partners with numerous community-based organizations; and facilitates or participates in collaborative groups and campaigns, including the Best Start Central Long Beach network. www.lbforward.org

Social: Facebook / Twitter / Instagram: [@movelbforward](https://www.instagram.com/movelbforward)
[#Joints4JabsLBC](https://twitter.com/Joints4JabsLBC)

Media Contact:

Melissa Morgan, Communications Director, Long Beach Forward, 515-999-6356, melissa@lbforward.org

###