

The Higher Path Chronicle

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Experience Life Elevated

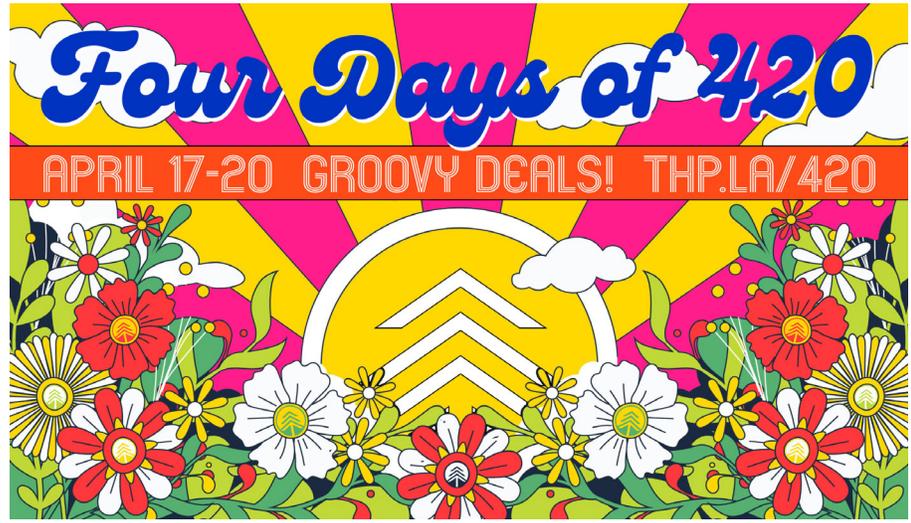
April 2021

420: The Cannabis Industry's Favorite Day of the Year

Both cannabis consumers and non-smokers recognize April 20 or 4/20 as a national holiday for cannabis culture, but few actually know how the date got chosen. The most credible story traces 4/20 to Marin County, California. In 1971, five students at San Rafael High School would meet at 4:20 p.m. by the campus' statue of chemist Louis Pasteur to partake. They chose that specific time because extracurricular activities had usually ended by then. This group — Steve Capper, Dave Reddix, Jeffrey Noel, Larry Schwartz, and Mark Gravich — became known as the "Waldos" because they met at a wall. They would say "420" to each other as code for marijuana.

It only makes sense that a group of high schoolers birthed the idea of a stoner holiday, which April 20th has become. As dissatisfied as we might be that it wasn't our group of friends that ever-so-casually coined the term, we can all agree we're grateful it caught on.

We're celebrating 420 all weekend long this year, and we hope you'll join us! April 17th through 20th we have all the dope deals lined up for you. We're even offering free daily delivery from 9am to 9pm all four days! To view them all check out our 420 website thp.la/deals



Celebrating The Last Prisoner Project

By Ari

It is that time again, time to come together for the annual celebration of community and freedom within the cannabis industry. For years now we've watched as the country has slowly come to terms with the magic and power of the cannabis plant. For years we've evolved and bettered ourselves and each other with cannabis; this is absolutely a time for celebrating and looking towards the future with pride and intention. Yet, within the same breath of thankfulness and innovation, there is a huge part of the same industry still stuck in the past.

Every month more states across the US are legalizing or decriminalizing cannabis. In 2019 almost 250,000 Americans were working legally within the cannabis industry. In 2021 people still remain in prison for having done the same thing. Legal cannabis sales last year in California were \$4.4 billion. Within that same year across the country, an estimated 40,000 people are still behind bars for marijuana offenses. Those are some hard numbers to wrap your head around.

The Last Prisoner Project is a non-profit organization of criminal and social justice advocates, cannabis industry leaders, policy and education experts, and leaders with social justice and drug policy reform. They are committed to getting every last prisoner out of prison for a cannabis offense. So how can we help? LPP has a letter-writing program, connecting you with inmates across the country, brand partners who donate a percentage of proceeds to LPP as well as donating directly to LPP.

Interested in joining this beautiful movement to help our fellow cannabis brothers and sisters? Ask a THP budtender today or visit lastprisonerproject.org for more details!



LAST PRISONER PROJECT

WE WILL NOT REST AND WE WILL NOT STOP

UNTIL THE LAST CANNABIS PRISONER IS SET FREE.

Sources: <https://www.lastprisonerproject.org> <https://www.forbes.com/sites/lindseybartlett/2021/01/29/cannabis-sales-in-california-reach-44-billion-in-2020-essential-edibles-and-the-election/?sh=6876236a313c> <https://www.leafly.com/news/industry/cannabis-jobs-report#:~:text=In%202019%2C%20the%20cannabis%20industry,the%20United%20States%20in%202020.>

420 Food Trucks & Pizza Pop-Ups at The Higher Path!

This year we're teaming-up with some of the most talented food-folks in Los Angeles. So you can pick-up and wolf-down all in one place.



Potli x Lingua Fresca Pizza Pop Up -

Potli (@getpotli) is working with a local pizzanista, Shabnam of Lingua Fresca (@linguafrescapizza), and dreaming up a Pizza Pop-up ft. a specially-curated menu with Potli ingredients. Get 20% off on all Potli products, and get a slice of pizza with a secret sauce dip from Lingua Fresca for \$4.20



Flaming Hot Chicken -

Nashville Hot Chicken Sandwiches @flaminhotchicken



Atomic Chef -

Shawarma, Vegan Shawarma, Falafel & Knafeh All THP customers receive a 10% off Atomic Chef coupon with purchase. @atomiccheftrucks



The Higher Path Veteran's Program

We are delighted to be able to offer tested and high-quality medical cannabis free of charge to our Veterans. Medical cannabis is a proven, safe and common-sense personal health management option, free of the devastating side effects of opiate-based drugs. It is recognized by experts such as the American College of Physicians, the American Public Health Association and the American Nurses Association as a safer alternative to many federally legal treatments. Medicinal cannabis is an incredibly effective tool for veterans challenged with managing the symptoms of their wounds, and we want to help you. Members of our Veteran's Program receive 15% off discount on any order in our store, and receive a monthly donation of cannabis! Sign-up at thehigherpath.com/veteran/

We're opening a CBD Store!

We are so excited to share that we're opening a CBD store! Created by the experts at The Higher Path, The Other Path CBD Store is a place for legal hemp CBD and education. Located right next to The Higher Path, the products you'll find at The Other Path are all hemp and full-spectrum CBD with <.3% THC. Now we can legally sell both CBD and Delta 8 products to our community and beyond! We are experts in all things cannabis; so opening this store is a logical move for us. Now, we have the opportunity to educate our customers on the differences between Hemp and Full Spectrum CBD (like we sell at The Higher Path), THC, CBN, CBG, and more cannabinoids.

Our focus is wellness. Your body is your temple and we are here to guide you in listening to what our body needs. Our tinctures, capsules, and edibles all serve specific purposes, while our beauty products are more than just for show; they can change your whole mindset. Bath bombs, creams, lotions, rubs, balms, makeup primer, makeup itself, and so much more constitute our robust selection of CBD beauty products.

Your pets are in good hands with The Other Path. We curate the finest, most vetted products for all animals to help soothe their aches and pains, anxiety, and inflammation. We care about your pets and consider them our customers, as well. Feel free to bring them in!

Need a consultation? Not a problem. You can walk-in, call, live chat, email, or schedule an appointment to have a longer consultation with a qualified CBD consultant. We've been in cannabis since 2006 and are elated to be able to share our knowledge with our community.



Join us on 420 for our Grand Opening!

Visit us at
14084 Ventura Blvd,
Sherman Oaks, CA 91423
theotherpathcbd.com

Follow us on
social media for more!
[@theotherpathcbd](https://www.instagram.com/theotherpathcbd)

