



Attention:

For Release on or after November 13, 2006

Photo Opportunity

Why Did The Chicken Cross The Road?

Toronto – November 3rd, 2006 –Cannabis As Living Medicine (C.A.L.M.), in partnership with Rubber Chicken Cards, will launch the first educational e-card (www.cannabisclub.ca/destigmatize) about the medicinal cannabis community.

On November 13, 2006, the weeklong educational launch begins with entertaining teams handing out rubber chicken key chains and informational cards throughout Toronto, and culminates with 'An Evening of Stars & Chickens' at the NFB Mediatheque.

On November 19, 2006, from 7:00pm to 11:00pm, C.A.L.M. welcomes the press and public to 'An Evening of Stars & Chickens', a fun and interactive launch party that will feature Steve Rotblatt of Rubber Chicken Cards, Herb Chicken, and other stars. Through their joint efforts, C.A.L.M. and Rubber Chicken seek to build awareness and overcome stigma, eliminating the obstacles that prevent sick Canadians from realizing the full benefits of medical cannabis.

C.A.L.M. is a national, peer-run organization that provides more than 1,700 Canadians with access to medicinal cannabis. Established in 1996, C.A.L.M. is Eastern Canada's oldest cannabis club and serves members in the Greater Toronto Area and across the country. Currently, C.A.L.M. is the only Canadian dispenser of medical cannabis that functions as a wellness centre.

Joining C.A.L.M. in their educational campaign is Herb Chicken, a cannabis-educated chef and chicken who suffers from bird flu. He showcases how many sick Canadians who don't want to, or are unable to, smoke cannabis titrate their medication. Through educational webisodes on his myspace (www.myspace.com/cookingwithherb) Herb teaches how to create his signature cannabis dishes, such as Chicken Pot Pie, that will help treat the symptoms of those living with chronic and life-threatening illnesses.

-30-

FOR MORE INFORMATION:

Chris Rotolo
Tactician
COMPOUND (Agency of Record for C.A.L.M.)
416-920-0550

Neev
Director
C.A.L.M.
416-367-3459