

# Cresco Labs Recognized by Clio Cannabis for Marketing Creative Excellence

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Cresco Labs, Cresco and Good News brands received three awards for Print & Out-of-Home campaigns and Brand Design work

CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE:CL) (OTCQX:CRLBF) ("Cresco" or "the Company"), one of the largest vertically integrated, multistate cannabis operators in the United States, is proud to announce that it was honored with three awards from the 2020 Clio Cannabis Awards. The Clio Awards is the premier international awards competition for the creative business, and its second annual Clio Cannabis awards program revealed the winners during a virtual ceremony last week. Cresco Labs took home two Bronze trophies, one for the Company's **"CLOSED FOR CHANGE"** Juneteenth initiative in the Print & Out of Home Craft category and the other for its **Cresco** brand's **"Lefty Left Coast Launch" Los Angeles campaign** in the Print & Out of Home category. In addition, Cresco Labs' **Good News** brand was a **shortlist winner** in the Brand Identity category.

This press release features multimedia. View the full release here:  
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Cresco Labs was honored with three awards for marketing creative excellence from the venerable 2020 Clio Cannabis Awards. (Graphic: Business Wire)

"We are laser focused as an organization on building national cannabis brands that stand out

and our marketing and creative teams helped accomplish that by winning these highly coveted awards," said Charlie Bachtell, CEO and Co-founder at Cresco Labs. "We strive to set the standard for cannabis marketing through creative that appeals to a wide variety of audiences and sheds light on the issues that matter most in this industry especially social justice and social equity."

“To receive a Clio Award in any industry is one of the highest creative honors that you can hope to achieve,” said Greg Butler, Chief Commercial Officer at Cresco Labs. “To have the privilege to be recognized three times in three different categories is a testament to the smart and talented marketing and creative team that I am lucky enough to work with every day at Cresco Labs, and is also a reflection of their relentless passion and enthusiasm for building a cannabis industry that reaches its true potential. They have accomplished so much despite an unprecedented year, and their incredible work demonstrates that creative can drive business results.”

Founded in 1959 to celebrate creative excellence in advertising, the Clio Awards today honors the work and talent at the forefront of the advertising, sports, fashion, music, entertainment, and health care industries. Launched in 2019, Clio Cannabis sets the bar for creative work in a rapidly expanding industry, helps to build an understanding of a developing category and elevates the marketplace to solicit creative contributions from top talent and agencies.

To view the full gallery of winning work, visit [www.cliocannabisawards.com](http://www.cliocannabisawards.com).

## About Cresco Labs

Cresco Labs is one of the largest vertically-integrated multi-state cannabis operators in the United States. Cresco is built to become the most important company in the cannabis industry by combining the most strategic geographic footprint with one of the leading distribution platforms in North America. Employing a consumer-packaged goods (“CPG”) approach to cannabis, Cresco’s house of brands is designed to meet the needs of all consumer segments and includes some of the most recognized and trusted national brands including Cresco, Remedi, High Supply, Cresco Reserve, Good News, Wonder Wellness Co., FloraCal Farms and Mindy’s Chef Led Artisanal Edibles created by James Beard Award-winning chef Mindy Segal. Sunnyside, Cresco’s national dispensary brand, is a wellness-focused retailer designed to build trust, education and convenience for both existing and new cannabis consumers. Recognizing that the cannabis industry is poised to become one of the leading job creators in the country, Cresco provides the industry’s first national comprehensive Social Equity and Educational Development (SEED) program designed to ensure that all members of society have the skills, knowledge and opportunity to work in and own businesses in the cannabis industry. Learn more about Cresco Labs at [crescolabs.com](http://crescolabs.com).

## Forward Looking Statements

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