



Press Release N. 2

Milan, 7 February 2019

#### **4.20 HEMP FEST 2019. INTERNATIONAL CANNABIS EXPO.**

THE SECOND EDITION OF THE INTERNATIONAL FAIR IN MILAN DEDICATED TO CANNABIS - BETWEEN THE MOST IMPORTANT IN ITALY AND IN EUROPE.

THE TRADE SHOW WILL HOST THE MOST IMPORTANT COMPETITION OF ITALY DEDICATED TO THE LEGAL CANNABIS: 4.20 CANNABIS LIGHT CUP 2019.

MORE THAN 12.000 PEOPLE HAVE VISITED THE 4 PAVILIONS OF THE EAST END STUDIOS IN THE THREE DAYS OF THE SHOW OF LAST YEAR. POSITIVE EXPECTATIONS FOR THE 2019 EDITION.

After the success of the last edition of 4.20 Hemp Fest, the first international Cannabis expo in Milan, the organizers are ready to start again with determination for the second edition on the weekend of 3-4-5 May 2019 at the East End Studios in via Mecenate in Milan.

It is not very easy to trace the origins of the 420 code. According to several newspapers, everything started in the '70s with a group of teenagers, known as Waldos, from Marin County in California. 4:20 was the hour when the five Waldos met each day to go in search of a mythological Cannabis field hidden near Point Reyes. In all likelihood, the legend of the 420 would have died in the bud if it had not been for the Grateful Deads, a rising rock band in those years, who took over the next 35 years to travel the world spreading the link between the number 420 and consumption of Cannabis. Today, April 20 (4.20 in US) is the date on which this plant is celebrated.

4.20 Hemp Fest was founded in 2016 with the aim of raising awareness on the increasingly current theme of Hemp. From a niche festival the 4.20 Hemp Fest becomes in 2018 the first international Hemp fair in Lombardy. From 90 international exhibitors in 2018 the next edition will welcome 150 from all over the world, expanding the exhibition area. The fair will present exhibitions dedicated to fabrics, cosmetics, foods and beverages based on Hemp; conferences that will range from therapeutic to legislation and current events with the opportunity to participate in technical and specific workshops. There will also be a spacious outdoor area: stage for live concerts and DJ sets, food trucks, gaming area and much more.

The trade show will also be an opportunity for visibility for companies, start-ups and industry magazines, as well as associations, organizations and institutions whose ethics are close to the issues of environmental, social and economic sustainability, green marketing and environmentally sustainable products. Many speakers have been awaited, even from overseas, who will once again confront the public on the legislative, therapeutic and industrial aspects linked to the world of cannabis. The most renowned sponsors of the sector will also be present.

#### **WORD TO THE ORGANIZERS**

"We are working to create a great second edition of the event this year, a hybrid between a fair and a festival of music, art and culture - says Marco Russo, founder of the event - in recent editions I noticed a heterogeneous and curious public, a useful factor to push us to sensitize once again the public opinion on the theme of hemp and its indispensable properties for our planet. For this edition we have taken into account the experience of last year to improve even more, both from the sponsorship side, they support us as sponsor Biobizz, Hesi, Sweet Seeds and as media partners Canamo, Soft Secret, Hempedelic and MjPassion, both on the organizational and experiential side as the creation of areas reserved for relax & steam, Business lounge area, areas dedicated to children and animals and services for business."

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## SPECIAL GUEST & WORKSHOPS

FOR THE FIRST TIME IN ITALY AND DIRECTLY FROM THE USA WITH THE "THE LOST ART" WORKSHOP FRENCHY CANNOLI AT 4.20 HEMP FEST 2019

On the 3<sup>rd</sup> of May from 12.30 to 20.00 at the 4.20 Hemp Fest Frenchy Cannoli will present a workshop entitled "The Lost Art" with the main objective of promoting the appreciation of traditional processes. By attending the workshop, you will be able to spend a day with Frenchy to learn the art of sieving the ice water that has adapted and perfected and it will provide a live demo with an in-depth commentary on all aspects of the actual process. In this special workshop, hemp biomass will be used to demonstrate how to efficiently and economically remove the trichome heads, gather the resin, dry it, press it with a source of heat to decarb and store it.

TICKETS to attend the workshop at this link:

[https://www.purplepass.com/#183014/Frenchy\\_Cannoli-Workshop\\_L'Arte\\_Perduta-4.20\\_Hemp\\_Fest-May-03-2019.html](https://www.purplepass.com/#183014/Frenchy_Cannoli-Workshop_L'Arte_Perduta-4.20_Hemp_Fest-May-03-2019.html)

## THE FIRST EUROPEAN CANNABIS LIGHT CUP IS BACK TO THE SECOND EDITION

The legal Cannabis competition will take place on the occasion of the 4.20 Hemp Fest 2019, international Cannabis Expo from the 3<sup>rd</sup> to 5<sup>th</sup> of May at the East End Studios in Milan. Here the public will vote the best products of the sector during the three days of the fair for the four categories Indoor, Outdoor, Greenhouse and Extracts.

The 2019 edition will also see the new jury of Italian and international experts including some of the most important professionals in the sector like the Italian Cannabis Guru Franco Casalone and the famous hashmaker Frenchy Cannoli, for the first time in Italy directly from California and already present at 4.20 Hemp Fest with its special workshop "The Lost Art" on May 3<sup>rd</sup>.

The Cannabis Light Cup is the ultimate competition for producers who want to achieve the highest levels of visibility for their strains during one of the most important trade shows in Italy and Europe.

Those who participate will be able to win the award for the product of the year by public vote, but above all to win the coveted award of the jury.

VISIT THE OFFICIAL WEBSITE AND SUBSCRIBE

<https://www.420hempfest.com/cannabis-light-cup-2019/>

## TICKETS

Daily: € 9 online, € 11 at the box office

2-day ticket: € 13 online, € 15 at the box office

3-day ticket: € 19 online, € 21 at the box office

Pre-sale on ticketone: <https://bit.ly/2BycicK>

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## CONTACTS

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The images and videos of the highlights of the 4.20 Hemp Fest are available on the Facebook and Instagram page of the event: [www.facebook.com/420HempFest/](https://www.facebook.com/420HempFest/) / [www.instagram.com/4.20hempfest](https://www.instagram.com/4.20hempfest)

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