

# Our Passion

## **Passion Statement**

We are passionate about protecting the spirit of the cannabis industry by uniting small businesses and empowering consumers through education. By banding together, we aim to create a powerful advocacy network that competes with large corporations and ensures a fair marketplace for all.

## **Purpose Statement**

Our purpose is to unite small cannabis business owners under the coordination and administration of 420 Culture Connection to educate consumers and foster advocacy. By creating a powerful and cohesive network of informed consumers, we aim to combat corporate dominance and ensure fair, transparent market practices. This collaborative effort will empower small businesses to compete on a level playing field, fostering an environment where they can not only survive but thrive amidst the growing corporate presence in the cannabis industry.

## **Vision Statement**

To create a united community of small cannabis business owners dedicated to fostering an educated and empowered consumer base. Together, we will build a powerful advocacy network that drives a fair, transparent, and equitable cannabis market where small businesses can thrive alongside corporate entities.

## **Mission Statement**

Our mission is to create a collaborative network of small cannabis business owners dedicated to educating consumers about their rights and options in the cannabis market. Through 420 Culture Connection, we strive to empower consumers to advocate for fair practices, promote a diverse and inclusive market, and protect small businesses from corporate takeover. By banding together and leveraging the power of an informed consumer base, we aim to create a formidable advocacy network that can compete with large corporations, ensuring that the cannabis industry remains equitable, transparent, and community-driven.

