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# CLIO AND HIGH TIMES ANNOUNCE NEW PROGRAM, CLIO CANNABIS

*Awards Will Honor Marketing and Advertising for Cannabis Products and Companies, Expanding on Clio's Portfolio of Verticals, Including Sports, Music, Entertainment, Health and Fashion*

NEW YORK, Aug. 13, 2019 (GLOBE NEWSWIRE) -- Clio, a multi-vertical international awards competition for the creative business, today announced the launch of Clio Cannabis, a joint venture with High Times, the most well-known, globally recognized brand in cannabis, that will celebrate creators at the forefront of marketing and advertising for cannabis products. The program will begin accepting entries on August 26 at [www.cliocannabisawards.com](http://www.cliocannabisawards.com).

"At Clio, we have worked hard to establish best-in-class programs that are custom built to celebrate the diverse and nuanced creative work of a specific industry," said Clio president, Nicole Purcell. "As one of the first major competitions to market, Clio Cannabis is poised to set the bar for creative work in a rapidly expanding industry, help to build an understanding of a developing category and elevate the marketplace to solicit creative contributions from top talent and agencies."

The program will join Clio's prestigious portfolio of awards programs, which celebrates creativity and originality in [advertising](#), [sports](#), [fashion](#), [music](#), [entertainment](#), and [health](#). Eligible submissions in the Advocacy, Brand Design, Digital/Mobile, Film/Video, Partnerships & Collaborations, Print & Out of Home, Product Design, Social Media and Social Good mediums will be evaluated by a jury of leading industry professionals for the chance to earn a Clio statue.

"This moment is a pivotal time for evolution and innovation in the cannabis industry and we wanted to find the right way to celebrate and honor the pioneers that are marketing cannabis products and companies in ways that weren't possible until recently and bring new expertise to a sector that will continue to see exponential growth for years to come," said Kraig Fox, President and CEO, Hightimes Holding Corporation. "With Clio Cannabis, we are able to marry Clio's reputation as a coveted award for creatives with our 44-year history as the leading authority on the culture and commerce of the cannabis industry to shine a light on the incredible opportunities available right now to get creative and really take ownership of the space."

For more information on Clio Cannabis, visit [www.cliocannabisawards.com](http://www.cliocannabisawards.com).

## About The Clio Awards

The Clio Awards is the premier international awards competition for the creative business. 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. Clio recognizes the world's most innovative work annually at Clio Sports in May, the Clio Awards in October, which includes Clio Music; at the Clio Entertainment Awards in November; and online with Clio Fashion & Beauty and Clio Health. Noting the diverse and ever-changing creative landscape, Clio acquired and revamped global ad database Ads of the World and re-launched its content platform [musebycl.io](#) in 2018, to celebrate creativity 365 days a year.

### **About High Times**

For more than 44 years, High Times has been the world's most well-known cannabis brand – championing the lifestyle and educating the masses on the benefits of this natural flower. From humble beginnings as a counterculture lifestyle publication, High Times has evolved into hosting industry-leading events like the Cannabis Cup and the High Times Business Summit, while providing digital TV and social networks, globally distributed merchandise, international licensing deals, and millions of fans and supporters across the globe. In the world of Cannabis, High Times is the arbiter of quality.

For more information on High Times visit <http://www.hightimes.com>.

For High Times financial information visit <http://www.hightimesinvestor.com>.

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