



- MEDIA ADVISORY -

Indigenous Owned And Operated: "True North Seed Bank" Launches as North America's Largest Cannabis Seed Collector

Monday, April 16, 2018.

Alderville First Nation - On Friday, April 20, 2018, True North Seed Bank, holders of North America's largest variety of cannabis seeds, will hold its grand opening with giveaways, a barbeque and live music. The 4/20 celebration will take place at its freshly built location in Medicine Wheel Plaza, next to the Medicine Wheel dispensary in Alderville First Nation. Customers will be able to choose from among 2000 varieties of seeds, ready and available on site.

WHO: Cannabis users, enthusiasts, growers, seed bank and dispensary staff, residents of Alderville and the wider community.

WHAT: Grand opening of seed bank with giveaways, BBQ and live music.

- First 100 customers receive a gift bag including a Canuk Puck (a hockey puck filled with seeds) worth \$280
- 420 bbq burgers, 420 bbq hotdogs, 420 soft drinks
- live music by Alderville artist Cale Crowe

WHEN: Friday, April 20, from noon until the celebration is over

WHERE: Medicine Wheel Plaza - 8986 County Road 45, Alderville First Nation

MAP: <https://goo.gl/maps/VCqzeUQGbk92>

WHY: With Canada's legalization there will be a high need for seeds for home and commercial use. True North will supply a massive diversity of seeds to the public, including rare strains. The indigenous owners, operators and staff of Medicine Wheel Natural Healing and True North Seed Bank are ensuring that the indigenous, natural approach to cannabis medicine is supported from seed to harvest.

VISUALS: Line-ups of people driving, parking, standing; customers reviewing stock, seed catalogue, asking questions; staff explaining strains, making sales; people enjoying bbq; musician playing.

For more information:

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<https://truenorthseedbank.com> / <https://medicinewheelnaturalhealing.com>

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