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Cannabis Career Fair Participants Seek Ways to Welcome New Communities

Denver, CO – Marijuana Industry Group and Servicios de La Raza announced today an initial effort to bridge the gap between underrepresented communities that may not be networked in to traditional cannabis recruitment channels and employment opportunities, at the Cannabis Career Fair presented by Vangst Talent on July 16 at Mile High Station.

While the cannabis industry has been recognized for employing a higher level of females in positions of leadership than national averages, in recent years, some Denver City Council members have challenged the industry to advance efforts to promote greater diversity in the labor force and among business owners. “This effort is just a small, targeted step towards what we hope to be many future efforts to encourage diverse participation in the cannabis industry, and the ancillary and affiliated businesses who serve them,” said Marijuana Industry Group executive director Kristi Kelly.

Servicios de La Raza provides support services for underrepresented communities in the Denver area. Executive director Rudy Gonzales wholly supports the effort. “Our partnership with MIG works to break down barriers of discrimination and lack of access, and this career fair collaboration is another example of that. We want people in our community to know that there are legal jobs in a regulated industry that are available. Cannabis businesses offer meaningful employment at living wages, and that’s what we look for when we want to break the cycle of poverty,” said Gonzales.

The organizations also wanted to create opportunities for those who have been negatively impacted by marijuana prohibition. Black and Hispanic arrests for marijuana crimes are disproportionate to consumption, according to some reports by the ACLU. Due to occupational licensing requirements of all employees and owners in the licensed cannabis industry, the re-entry population has had limited opportunity to participate at any level.

However, according to Kelly, cannabis-driven employment is not constrained to cultivation, processing and dispensing, and the economic impact of ancillary businesses and services, which will also be represented at the career fair, is significant.

To expand inclusion of cannabis opportunity, the partners looked workforce development opportunities in a variety of areas, many of which have benefitted from cannabis legalization. Representatives from Servicios de La Raza will be onsite at the Marijuana Industry Group booth to talk offer solutions for adults looking for employment opportunities, including free job skills training programs; WAGEES, a program that offers re-entry services, adult job development and transportation assistance; and VISTAS, which focuses on domestic violence and general crime victims, safety planning and legal advocacy. Adult applicants are welcome, and should bring valid photo identification.

The Vangst Talent Cannabis Career Fairs are the largest in the area, attracting some of the cannabis industry’s largest employers, and welcoming attendees in the thousands. The event will take place Sunday at 2027 Old West Colfax Avenue, Denver, from 12PM to 5PM. Event registration is online at



[Eventbrite](https://www.eventbrite.com/e/colorado-cannabis-career-fair-tickets-34180811728), <https://www.eventbrite.com/e/colorado-cannabis-career-fair-tickets-34180811728>. While cost of admission is \$9.99, guests and job-seekers looking to take advantage of this opportunity can use the coupon code “DIVERSITY” for free admission.

Facts & Additional Resources

- <https://www.aclu.org/report/report-war-marijuana-black-and-white?redirect=criminal-law-reform/war-marijuana-black-and-white>
- <https://nsduhweb.rti.org/respweb/homepage.cfm>
- http://www.drugpolicy.org/sites/default/files/Marijuana_Legalization_Status_Report_101316.pdf
- http://www.drugpolicy.org/sites/default/files/Colorado_Marijuana_Legalization_One_Year_Status_Report_1.pdf

About Marijuana Industry Group (MIG)

Marijuana Industry Group (MIG), the leading cannabis trade association for Colorado's licensed businesses, was founded in 2010 by cannabis business owners and supporters to help craft Colorado's earliest medical marijuana regulatory framework – which was the world's first licensed, taxed and regulated model. MIG has cultivated strong relationships at the highest levels of state and local government, allowing for real-time education, access, and advancement of practical policy. As the oldest, largest and most diverse trade association in the state, MIG represents the interests of, and advocates on behalf of, the rapidly evolving needs of the leaders of regulated marijuana industry in Colorado.

About Servicios de La Raza

Servicios de La Raza's mission is to provide and advocate for culturally responsive, essential human services and opportunities. These services are intended to assist low-income members of the community in overcoming the range of problems that result in a lack of resources and contribute to the perpetuation of the vicious cycle of poverty. Because of the value placed on community, culture, and language, Servicios de La Raza serves as an integral part of the heart of the Latino community in Metro Denver, a trusted and accessible community resource strategically linked with many of Metro Denver's schools and churches. Equally important, Servicios de La Raza is also a primary service referral channel for many human services agencies and institutions in the Metro Denver region as they encounter Latino clientele.

About Vangst Talent

Vangst Talent is the cannabis industry's largest and leading cannabis recruiting agency. Since launching in 2015, we've successfully connected over 3,000 professionals with careers in the rapidly emerging cannabis industry. Our team is an extension of our client's organization, ready to use our recruiting expertise and network to exceed their expectations and provide them with immediate solutions, every time.

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