



FOR IMMEDIATE RELEASE

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**Deep Green Festival Sheds Light on Medical,
Ecological and Economic Benefits of Cannabis**

**Second Annual Earth Day Weekend Event Combines Speakers, Music,
Exhibitors and Attractions with Full Conference**

February 28, 2012, San Francisco – The Deep Green Festival will celebrate and explore the intersection of cannabis, health and ecology on Saturday, April 21, 2012, from noon to midnight at the San Francisco Bay Area's Craneway Pavilion. A concurrent Conference with in-depth panels and workshops will run from 10 a.m. to 6 p.m. at the Craneway Conference Center.

At a time when recent Gallup polls* show 50% of the U.S. population believes cannabis should be legalized, Deep Green will for the second year present a thorough and insightful exploration of the cannabis plant as a vital medical and industrial resource. Featured on the Discovery Channel reality TV show, "Weed Wars" (Season 1, Episode 4), Deep Green has become the leading gathering for both medical cannabis and industrial hemp innovators and enthusiasts in the U.S.

This year's Deep Green Festival will feature 3 stages of music and performances, presentations by top experts, 100 vendors and exhibitors, educational exhibits and a variety of attractions. Speakers include hemp expert Chris Conrad, activist Debby Goldsberry, grow guru Ed Rosenthal, California NORML Director Dale Gieringer, visionary and entheogen expert Ralph Metzner, and the founders of Harborside Health Center and stars of "Weed Wars" Steve and Andrew DeAngelo.

Main stage music acts include the conscious hip-hop group Luminaries, reggae sensations Indubious, Bay Area favorites Dogon Lights, contemporary folk artist Human, renowned electronic artist and singer Jillian Ann, and many others.

Festival attractions include entertainers Swami Beyondananda, Ngaio Bealum and Sherry Glaser, an Eco-Fashion Show hosted by cannabis journalist and model Dragonfly De La Luz, an outdoor entertainment area with top DJs, an Earth Temple with workshops and book signings during the day and DJs at night, a visionary art gallery, and a variety of exhibits and presentations conveying the 21st Century story of cannabis hemp.

The Deep Green Conference will feature in-depth panels and workshops with over 25 leaders and experts addressing industrial hemp, organic agriculture, current medical cannabis research, cannabis/hemp legalization, families and prohibition, and more.



Conference presenters include: Steve DeAngelo, co-founder of Harborside Health Center and subject of the "Weed Wars" reality TV show; Larry Bedard, M.D., California Medical Association Marijuana Legalization Technical Advisory Committee; William G. Panzer, attorney and author of Prop 215 and the Repeal Cannabis Prohibition Act 2012; JoAnna LaForce, Clinical Director, The Pharmacy organic medicine centers; Patrick Goggin, California hemp legislation attorney; Robert W. Martin, Ph. D., CEO of the Association for California Cannabis Laboratories; and many others.

The Craneway Pavilion, in the Marina District of Richmond, California, is centrally located in the San Francisco Bay Area. Once the home of "Rosie the Riveter," the Pavilion is now an iconic green-powered event venue, featuring majestic waterfront views of San Francisco, and state-of-the-art sound and video systems. For more information see www.craneway.com.

Deep Green will also be presenting select speakers on the Deep Green Stage at Earth Day SF, on Sunday, April 22 at the Civic Center Plaza in San Francisco CA. For more information on Earth Day SF visit www.earthdaysf.org.

Tickets are available online at www.deepgreenfest.eventbrite.com. Festival Passes: \$15 in advance/\$25 day of event. Conference Registration: \$60 in advance/\$75 day of event (includes VIP Reception and Festival access). Both the Festival and the Conference are for ages 18 and over.

For details and schedule updates, see www.deepgreenfest.com.

Deep Green is produced by Earthdance Global LLC of San Francisco, California. For more information contact J. Weiner at 415-750-0971, Justin@deepgreenfest.com.

* <http://www.gallup.com/poll/150149/record-high-americans-favor-legalizing-marijuana.aspx>

EVENT DETAILS:

Deep Green Festival and Conference
Saturday, April 21, 2012
Festival 12:00 noon to 12:00 a.m.
Conference 10:00a.m. to 6:00 p.m.
Craneway Pavilion and Conference Center
1414 Harbour Way South
Richmond, California, 94804
Festival: \$15 in advance / \$25 door
Conference + Festival: \$60 in advance / \$75 door
Ages 18 and over
www.deepgreenfest.com