D&I Summit: Social Justice for the Misrepresented

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2 hours ago
Consistent with the theme of the entire D&I Summit, final speaker and Curaleaf CMO Jason White brought everyone to tears within the first 30 seconds between his customized “I Can’t Breathe” Zoom background and his heartfelt personal story about how his sister texted him the night before saying, “Your Life Matters.”

“To be at this point in our culture and still have to get those text messages is not right,” White said.

He went on to talk about social injustice in the fast-growing cannabis category, where people have been prosecuted for years for what was once illegal and perceived as taboo. White is on a mission to help those who have been misrepresented find social justice and be embraced by society. That includes equipping them with the necessary skills to survive. “I think even bigger than that, there’s a stigma around this industry that needs to change,” White said. As he came to his final three action steps, White asked that everyone help shine a light, be accountable and change the narrative to embrace a new industry, reduce fear and truly address inequities.

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