



For Immediate Release

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**Canna Energy – The First American-Made Hemp Energy Drink – Debuts
Center Stage as the Official Energy Drink of Colorado’s 420 Rally**

DENVER, Colo; April 20, 2014 – [Canna Energy](#), the first American-made, hemp-infused and THC-free line of high energy drinks, debuts at the 420 Festival at Denver’s Civic Center Park on April 19 & 20. The Colorado team launching Canna Energy is doing more than produce a healthier energy drink. Canna Energy is a product with a mission – to untie the lie about industrial hemp.

Canna Energy delivers “sustainable energy” and a wide range of health benefits by infusing 50 mg of hemp seed oil into every can. Hemp seed oil provides a complete plant-based protein and essential fatty acids like Omega 3’s and Omega 6’s that the body needs for optimal health. The hemp seed extract in Canna Energy, combined with traditional energizing ingredients, such as B vitamins, taurine and pure cane sugar, produce a consistent energy boost and a lower glycemic index. Canna Energy has no artificial colors, flavors, preservatives or sweeteners, and is gluten free.

“Canna Energy is setting out to untie the lie about industrial hemp and re-introduce the many benefits of this crop – health, environmental, and economic – to America,” said company co-founder Mark Spooone. “Colorado and U.S. farmers are being robbed of the right to grow industrial hemp. We are the only G7 nation where it is illegal to grow hemp. **In honor of 420, Canna Energy will donate 4.2% of our net profits toward the growing of industrial hemp in America,**” said Spooone.

In addition to its well-recognized health benefits, hemp is a versatile crop with 25,000 known applications for food, fiber and fuel. Records show the hemp plant has been used for more than 12,000 years world-wide and was a key crop in American history. Thomas Jefferson drafted the Declaration of Independence on hemp. Rudolph Diesel designed his engine to run on hemp. The U.S. Navy relies on hemp to produce its strongest rope. Industrial hemp is currently used across the globe to make textiles for fabric, energy-efficient building materials, concrete-like blocks called “hempcrete,” and hemp paper. Additional uses include water and soil purification, weed control and to produce biofuel.

About Canna Energy

Canna Life, the Colorado company producing Canna Energy, was started in October 2013 by co-founders Mark Spooone and Jason Robillard who bring extensive experience in the U.S. beverage industry. They made the bold choice to use the iconic hemp leaf on a bright green label as part of their logo to re-energize the industrial hemp market in America and help U.S. farmers get back to farming. In Canna Life’s first 100 days, they sold over 147,000 cans. The drink comes in a 12 fluid ounce can and is available in over 1,200 Colorado locations, including Creager Mercantile, Western Convenience stores and a number of independent convenience stores. More information is available at www.CannaEnergyco.com.

Note to Media: Mark Spooone is available for interviews during 420. Please contact Neshama Abraham at 303.413.8066 (office) or **720.232-3826** (mobile).

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