

A black and white photograph of cannabis leaves is framed by a dark teal geometric shape that resembles a stylized 'X' or a corner of a cube. The background of the entire page is dark with various shades of teal and black geometric shapes.

2018/2019

MEDIA KIT

ALIGNING CANNABIS WITH POSITIVE
AND HEALTHY LIVING IN THE FORM OF
HAPPINESS, RELIEF, RELAXATION AND
CREATIVITY.



CONTENTS

03
COMPANY OVERVIEW

10
MEDIA RELATIONS

06
OUR MISSION

12
OUR DIFFERENCE

08
OUR VALUES

15
MEDIA CONTACT

COMPANY OVERVIEW

ABOUT BLOOM

Bloom Cultivation Ltd. (Bloom) is a privately held, Alberta-based licensed cannabis producer. In addition to contributing to the local community's unique identity, Bloom holds the title of being Calgary's first licensed producer within city limits. Bloom currently operates a 25,000 square foot production facility located in the Foothills Industrial Park. Its pristine indoor environment is fully licensed and regulated by Health Canada.

Bloom is focused on growth in quality over quantity. Providing the best product for the responsible and informed customer means finding the best people to develop the best genetics. In preparation for an exponential growth of employees, Bloom aims to preserve its unique corporate culture, which reflects more of a family dynamic rather than a work environment. Bloom's cultivators show compassion and care in everything we do, which is why our product is hand-crafted by a team of experienced and educated cultivators.



CONTACT INFO

Phone: (403) 720-0127
Email: media@bloom.ca
www.bloom.ca



LOCATION

Address: Available upon request

WHO WE ARE

Our cultivators are certified professionals with the education and expertise to properly inspect, handle and care for each flower.



KNOWLEDGEABLE

Bloom has extensive training in cannabis cultivation with specific expertise in light-cycle needs, nutrients, CO2 enrichment and temperature and humidity



PASSIONATE

The devotion and respect that we have for cannabis is unrivaled. Our flowers are meticulously cared for by hand—giving each plant the attention it needs



EXPERIENCED

Our positive and educated staff members are trained to quickly and accurately determine the products most meaningful to the lifestyles of our customers



INNOVATIVE

Human touch meets technology. Our state-of-the-art facility is equipped with the most innovative building automation system and plant care system

MISSION

OUR MISSION

At Bloom, we aren't simply passionate about cannabis, we are relentless in our pursuit of cultivating the best product for you. We take pride in cultivating the highest quality, curated product to inspire health, happiness and community.

OUR VISION

We strive to spark conversation by aligning cannabis with positive and healthy living in the form of happiness, relief, relaxation and creativity through responsible consumption.

VALUES

OUR VALUES

Located in the Foothills Industrial Park of Calgary, Alberta, we value our vibrant community, healthy living, environmental sustainability and unrivaled free spiritedness



COMMUNITY



HEALTH



FREE SPIRITEDNESS



ENVIRONMENT

MEDIA RELATIONS



MEDIA CONTACT

Kourtney Krysta
public relations manager

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Email: kkrysta@bloom.ca

As our facility expands, we're building a library of photos for use in the media. Due to the strict rules and regulations surrounding the cannabis industry, we ask that media contact Bloom directly for company assets.

WHAT WE'RE DOING *DIFFERENTLY*

WE ARE LOCAL

AS THE FIRST LICENSED PRODUCER WITHIN CALGARY'S CITY LIMITS WE STAKE CLAIM IN BEING CALGARY'S CULTIVATORS. WE LIVE FOR OUR COMMUNITY AND LOVE GETTING INVOLVED EVERY CHANCE WE GET

WE ARE FEMALE -POWERED

BLOOM'S TEAM OF GROWERS AND OFFICE EMPLOYEES IS GENDER BALANCED. WE STRIVE TO HAVE AN INCLUSIVE WORK PLACE AND ENCOURAGE WOMEN TO EXCEL IN A MALE-DOMINATED INDUSTRY

WE ARE TRUE CULTIVATORS

WE ARE MITICULOUS IN THE CARE FOR OUR PLANTS. WE USE HAND TRIMMING TECHNIQUES AND EVERY PLANT IS INSPECTED THROUGHOUT ITS ENTIRE LIFE CYCLE

OUR FACILITY



Bloom is a licensed producer of medical cannabis pursuant to Health Canada's Access to Cannabis for Medical Purposes Regulations ("ACMPR"). We operate a 25,000 square foot, state-of-the-art production facility and plan to add a further 100,000 square feet (Phase 2 and Phase 3) of production on the same parcel of land in Calgary's Foothills Industrial Park.



Bloom plans to open a single, flagship retail store in Calgary. This application process is already underway with the Alberta Gaming and Liquor Commission (AGLC) and the City of Calgary. Bloom's facility is built to pharmaceutical standard GMP.

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THANK YOU!