What you need to know about Oregon's Recreational Marijuana Law

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OREGON LAUNCHES *WHAT'S LEGAL?*

What Oregonians Need to Know About the New Recreational Marijuana Laws

PORTLAND, Ore. – The State of Oregon—via the Oregon Liquor Control Commission (OLCC)—has launched a public information campaign to educate Oregonians about the new recreational marijuana laws, which go into effect July 1, 2015. The campaign, *What's Legal? Educate Before You Recreate*, provides key information about what is allowed under the new laws—and what is not—to help people be in compliance and understand their rights.

Today, *What's Legal?* launched with a dedicated website (www.whatslegaloregon.com), limited paid statewide advertising and a web-based toolkit of materials (i.e., posters, PowerPoint presentation) to help citizens and organizations better understand the facts of the laws and share the information with others. People can also connect with the campaign via facebook.com/whatslegalOR (Facebook) and @whatslegalOR (Twitter and Instagram).

"We designed this campaign to be as informative as possible and non-judgmental. We're here to be the go-to resource for people about the law," said Steve Marks, executive director of OLCC. "Knowing that some aspects are still being figured out, we're asking Oregonians to help us by keeping themselves up to date and sharing information with others, as well as taking a 'be responsible' approach if there's ever a question or doubt."

Local marketing firm Metropolitan Group is helping to build and execute the campaign. The total contract amount is $350,000, of which at least two thirds is going directly to developing and disseminating educational materials, tools and ads in. There will also be materials available in Spanish.

The campaign features those aspects of the law that Oregonians are most curious about, while also

providing a full FAQ for more specialized questions. Key information points include:

- You can possess and use recreational marijuana if you are 21 and older. If you are younger, it's illegal.
- You can use recreational marijuana at home or on private property. Public use is illegal.
- You can possess up to 8 ounces of useable marijuana in your home and up to 1 ounce outside the home.
- Driving under the influence of marijuana remains illegal. Please be responsible.
- You can grow up to 4 plants per residence, out of public view.
- You can share or give away recreational marijuana. You can't sell it or buy it until licensed retail shops open.
- You can't take marijuana in or out of the state. That includes Washington.
- You can make edible products at home or receive them as gifts, but you can still only use them in private places.

Certain aspects of the law are still being determined, including details surrounding legal sale of recreational marijuana and edibles. People can stay up to date by checking back to www.whatslegaloregon.com and/or by signing up for the OLCC's e-newsletter.

About *What's Legal?*

What's Legal? is a campaign from the State of Oregon—administered by the Oregon Liquor Control Commission—that educates people about what is legal and what is not related to Oregon's recreational marijuana laws. Starting July 1, adults 21 and older can legally possess and use recreational marijuana…with limits. To learn more, visit www.whatslegaloregon.com or connect via facebook.com/whatslegalOR (Facebook) and @whatslegalOR (Twitter and Instagram).

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