



Saving Our Youth from the Harms of Marijuana

TV PUBLIC SERVICE CAMPAIGN



JUST SAY
KNOW



About Johnny's Ambassadors

Johnny's Ambassadors is a non-partisan, non-profit, grass-roots alliance of individuals and organizations around the globe concerned about the harms of youth marijuana use. Founder and CEO, Laura Stack started the organization after her 19-year-old son, Johnny, died by suicide on November 20, 2019 after becoming psychotic from dabbing high-THC marijuana concentrates.

We are an army of educated advocates, who are going out into the world and starting tough conversations. We are parents, coalitions, impacted family members, healthcare professionals, teachers, and nonprofits who seek to reduce youth marijuana use through education, prevention, and awareness. We use evidence-based, scientific research and experts to teach the impacts of today's high-THC marijuana on youth mental illness and suicide ideation. Our allied organizations come together to save the lives of our youth, and Johnny's Ambassadors actively promotes their activities.

To learn more, please visit [JustSayKnow.org](https://www.justsayknow.org).



Learn more about Johnny's Ambassadors

[JUSTSAYKNOW.ORG](https://www.justsayknow.org)



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Dear Public Service Director,

Over the last several years, many states have legalized recreational marijuana, even though it still illegal federally. There are FDA-approved versions of cannabis-derived medications used to treat debilitating illnesses such as rare seizure disorders in children, eating disorders, and nausea from chemotherapy. However, today's marijuana is not the same as in the 70s, 80s and 90s. The THC (tetrahydrocannabinol - the main active ingredient of cannabis that gives the "high") found in today's concentrated products is much more potent, often with an 80% THC content or higher, compared to the 2-5% in previous decades. There is NO research proving any medical benefit of these potent THC products in youth. With many teens trying marijuana for the first time, illegal, recreational usage by adolescents under 21, particularly through vaping or dabbing, can be extremely harmful, since the brain is still forming until the mid-20s.

The harmful combination of a still-forming mind and frequent use of high-potency THC products can lead to Cannabis-Induced Psychosis (CIP). Repeated CIP incidents can trigger schizoaffective disorder or other mental illness, such as depression, bipolar disorder, anxiety, and schizophrenia. Even when the cannabis is withdrawn, the psychosis might not go away. This is what happened to 19-year-old Johnny Stack, who died by suicide after becoming psychotic from years of marijuana use beginning at the age of 14. As parents, grandparents, friends, and counselors, it's vital that we educate ourselves about the dangers of high-THC marijuana before our children begin to experiment with these dangerous products.

Johnny's Ambassadors Youth Marijuana Prevention is a non-partisan, non-profit, grass-roots alliance of individuals and organizations around the globe concerned about the harms of youth marijuana use. We are an army of educated advocates, who are going out into the world and starting tough conversations. We are parents, coalitions, impacted family members, healthcare professionals, teachers, and nonprofits who seek to reduce youth marijuana use through education, prevention, and awareness. We use evidence-based, scientific research and experts to teach the impacts of today's high-THC marijuana on youth mental illness and suicidal ideation.

Please help us inform your audience about the dangers of teen marijuana use by airing the new PSA "**Just Say Know**" (:60, :30, :15). This PSA demonstrates how powerful today's concentrates are and how high THC levels can cause serious harm to developing young brains. The PSA also encourages parents to speak to their children about the risks of using high THC products and instructs viewers to visit JustSayKnow.org for more information. We hope you will air this PSA, which has **no end date for use**, as soon and as often as possible.

Thank you in advance for your support of this campaign.

Sincerely,

Laura Stack

Laura Stack, MBA, CSP, CPAE
Founder & CEO, Johnny's Ambassadors Youth Marijuana Prevention

"Just Say Know" (:60)

WOMAN 1: When I found out my son was using marijuana, I thought it was just part of adolescence.

WOMAN 2: Lots of teens and young people get high.

WOMAN 3: But then I found out how powerful today's concentrates are.

WOMAN 4: I couldn't believe it.

MAN 1: It's far more powerful than weed from the seventies, eighties and nineties.

WOMAN 3: When teens use vapes or dabs, the potency can be eighty to a hundred percent THC.

WOMAN 1: THC can cause addiction, hallucinations, paranoia, anxiety and cannabis-induced psychosis in youth.

WOMAN 2: For teens and young adults, marijuana use comes with increased risks

MAN 2: of suicidal thoughts, planning and attempts.

WOMAN 5: And these high THC products can be bought almost anywhere,

WOMAN 4: from gas stations to dispensaries. I had no idea.

MAN 2: Talk to your children well before they experiment with today's potent THC products.

"Just Say Know" (:60 continued)

WOMAN 2: Get educated.

WOMAN 4: Help them understand the dangers are real.

MAN: Just say know. K-N-O-W. Go to JustSayKnow.org today for the facts.

"Just Say Know" (:30)

WOMAN 1: When I found out my son was smoking weed, I thought it was just part of adolescence.

MAN 1: But then I found out how powerful weed is now.

WOMAN 2: It's so much more powerful than weed from the seventies, eighties and nineties.

WOMAN 3: When teens use vapes or dabs, the potency can be eighty to a hundred percent THC.

WOMAN 4: Use of high-THC products by youth can cause hallucinations, cannabis induced psychosis

MAN 1: and come with increased risks of suicidal thoughts,

WOMAN 5: planning and attempts.

MAN 1: Get educated. Talk to your children well before they experiment. Go to JustSayKnow.org for the facts.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://psaconnect.c360m.com/ja/>

This PSA has no end date for use.

"Just Say Know" (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 12 2020**

JOHNNYS AMBASSADORS INC
9948 COTTONCREEK DRIVE
HIGHLANDS RANCH, CO 80130

Employer Identification Number:
85-0593925
DLN:
26053500002940
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 2, 2020
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947



JOHNNY'S
AMBASSADORS