



**Saving Our Youth from
the Harms of THC**



**"THC HARMED MY CHILD"
TV PUBLIC SERVICE CAMPAIGN**

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 THC use (vapes, dab, smokes, and edibles). 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-potency THC 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 THC use through education, prevention, and awareness. We use evidence-based, scientific research and experts to teach the impacts of today's high-potency THC products on youth mental illness and suicidal ideation.

To learn more, please visit JohnnysAmbassadors.org.



Learn more about Johnny's Ambassadors

JOHNNYSAMBASSADORS.ORG



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Dear Public Service Director,

Over the last several years, many states have legalized recreational marijuana, even though it's still illegal federally. If you're like most communities, you've seen a big increase in the use of Delta-9-THC products (vapes, dab pens, edibles, and smokes) by teens over the past few years. Even in states where marijuana isn't legal, teens can buy intoxicating Delta-8-THC products made from hemp in gas stations and convenience stores, which were accidentally legalized under the Farm Bill of 2018.

There are FDA-approved versions of cannabis-derived medications used to treat debilitating illnesses such as rare seizure disorders in children (Epidiolex from CBD), eating disorders, and nausea from chemotherapy. However, there are NO FDA approved marijuana dispensary products. Today's marijuana isn't the same as the weed smoked in the 70s, 80s, and 90s. Concentrated, lab-made vapes, dabs, and edibles can contain 80% to 90% or more THC (tetrahydrocannabinol—the active ingredient in marijuana that gives the high feeling), compared to 5% THC in the average weed in the year 2000.

Unfortunately, most teens are woefully ignorant about the potency of today's THC products and how addictive they are as a result. Millions of teens now use THC each year, and nearly half become addicted. THC use under the age of 30 can be extremely harmful since the brain is still growing. THC changes brain formation; reduces IQ, motivation, and graduation rates; and increases truancy, fighting, and mental illness.

Youth use of high potency THC can also trigger Cannabis-Induced Psychosis (CIP). Repeated CIP incidents can cause mental illnesses such as depression, bipolar disorder, anxiety, and schizophrenia. Even when the THC 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 THC use beginning at the age of 14, when marijuana was legalized in Colorado. As parents, grandparents, friends, and anyone working with youth, it's vital that we educate ourselves about the dangers of high potency THC before they begin to experiment with these dangerous products.

Johnny's Ambassadors Youth THC Prevention is a non-partisan, non-profit, grass-roots alliance of individuals and organizations around the globe concerned about the harms of youth THC 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 THC use through education, prevention, and awareness. We use evidence-based, scientific research and experts to prevent youth THC use. Thank you in advance for your support of this campaign.

Please help us inform your audience about the dangers of youth THC use by airing the new PSA "**THC Harmed My Child**" (**available in :60, :30, and :15 versions**). This PSA demonstrates 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 potency THC products and instructs viewers to go to JohnnysAmbassadors.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.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (sthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely,

Laura Stack

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

"THC Harmed My Child" (:60)

LAURA STACK: I lost my 19 year old son Johnny to suicide after he became psychotic from using marijuana, vapes, and dabs. He experienced cannabis-induced psychosis and thought the mob and the FBI were after him. Dabs are products with concentrated, high potency THC, the chemical in marijuana that give users the high feeling.

One hit on a dab pen today is the same as smoking 50 old fashioned joints back in the day. Use of THC before the age of 25 causes changes in brain development, a loss of IQ points, and lower motivation. Studies show THC increases the risk of anxiety, depression, and schizophrenia in developing brains. I lost my child, but it's not too late for yours. Educate your teen on the harms of marijuana.

NARRATOR: A public service message from the nonprofit Johnny's Ambassadors. Learn the risks and get the facts at JohnnysAmbassadors.org.

"THC Harmed My Child" (:30)

LAURA STACK: I lost my 19 year old son Johnny to suicide following cannabis-induced psychosis from marijuana. The THC in a dab today is the same as 50 old fashioned joints. Studies show THC increases the risk of anxiety, depression, and schizophrenia in developing brains. I lost my child, but it's not too late for yours. Educate your teen on the harms of marijuana.

NARRATOR: A public service message from Johnny's Amassadors. Learn the risks and get the facts at JohnnysAmbassadors.org.

"THC Harmed My Child" (:15)

LAURA STACK: I lost my son Johnny to suicide after he became psychotic from marijuana. THC increases the risk of anxiety, depression, and schizophrenia in developing brains. Educate your teen on the harms of marijuana.

NARRATOR: A public service message from JohnnysAmbassadors.org.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

This PSA has no end date for use.

"THC Harmed My Child" (:60, :30, :15)

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

Shaliza Thomas via email at sthasomas@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



Laura@JohnnysAmbassadors.org

<https://JohnnysAmbassadors.org>

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