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**TO:** National Executive Committee  
Department and Chapter Commanders and Adjutants  
All Employees

**FROM:** Barry A. Jesinoski, National Adjutant

**DATE:** May 1, 2026

**SUBJECT:** New partnership and campaign with Green Thumb Industries

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I'm pleased to announce Green Thumb Industries as a new corporate partner. Green Thumb is a leading national cannabis consumer packaged goods company and retailer headquartered in Chicago. In addition, Green Thumb owns and operates RISE Dispensaries, a rapidly growing national retail chain with over 110 locations.

As part of the partnership, Green Thumb will conduct a roundup campaign to benefit DAV at its RISE dispensaries. From May 1 to Aug. 31, patients and customers can choose to round up to the nearest dollar when making an in-store purchase at RISE Dispensary locations nationwide, not including Pennsylvania. I'm grateful to the Green Thumb team for selecting DAV as this year's veterans service organization of choice. You can find a list of all RISE locations [here](#).

It's an honor to partner with such a well-established company. Green Thumb serves millions of patients and customers each year with a mission to promote well-being through the power of cannabis while giving back to the communities it serves. In addition to the RISE brand, you may recognize other licensed brands in its portfolio, including RYTHM, Dogwalkers, incredibles, Beboe, & Shine, Doctor Solomon's and Good Green.

If you visit a RISE dispensary, please convey our appreciation for their partnership. For questions, please contact [partners@dav.org](mailto:partners@dav.org).

A handwritten signature in black ink, appearing to read 'Barry A. Jesinoski', with a stylized flourish at the end.

Barry A. Jesinoski  
National Adjutant

BAJ:vs