



press release

Contact: Joe Crinkley
Phone: (857) 230-0839
Email: joe@mcrlabs.com

FOR IMMEDIATE RELEASE

October 22, 2020

MCR Labs 'Ask An Expert' Virtual Event Seeks to Clear Up Cannabis Confusion

Cannabis experts from a variety of backgrounds will weigh in on questions submitted by members of the public as part of a virtual panel discussion hosted by MCR Labs on October 28.

FRAMINGHAM, Mass. – MCR Labs is organizing a virtual panel discussion for members of the public to submit cannabis-related questions to four experts with backgrounds in cannabis testing, research, medicine, and cultivation in order to help new and experienced cannabis consumers expand their knowledge of a complex and often misunderstood plant.

“Even though it’s legal here in Massachusetts, cannabis is still scary and confusing to some and complicated or overwhelming to others,” said MCR Labs President and founder Michael Kahn. “We’re trying to create more opportunities for everyone to get real answers from legitimate sources since there’s still a lot of misinformation being spread about cannabis and marijuana.”

The virtual event, titled “Ask an Expert,” will feature qualified cannabis professionals from a variety of fields and specialties. The panel discussion will include Scott Churchill, Director of Scientific Operations at MCR Labs, a cannabis testing laboratory; Dr. Marion McNabb, President of the Cannabis Center of Excellence, a research and advocacy group; Dr. Benjamin Caplan, Chief Medical Officer at the CED Clinic, a medical cannabis clinic; and Noni Goldman, Co-Founder of Four Trees Management Co., a consulting firm and tier 1 cultivation provisional licensee.

By bringing together experts with a diverse array of backgrounds, the MCR Labs’ outreach team hopes to enable a broad selection of individuals with any level of cannabis knowledge to hear answers to questions ranging from highly complex to basic and introductory.

“COVID-19 has created a significant lack of educational events geared toward cannabis at the same time that many are exploring using, growing, or even joining the industry for the first time,” said MCR Labs Event & Outreach Specialist Melissa Kenton. “So, we’re trying something new for us by hosting this online event because no matter what’s happening with the virus, education is critical to helping people explore cannabis safely.”

The event will take place on Wednesday, Oct. 28 starting at 11 a.m. Attendees can register in advance at <https://tinyurl.com/MCRLabsAskExpertEvent>. Those with questions for the panel can submit them via any of MCR Labs social media accounts by messaging @mcrlabs on most platforms or by emailing the outreach team directly at news@mcrlabs.com.