

Eiler Communications Raising Awareness on Medical Marijuana Issue

Over the 24 year history of Eiler Communications we have been involved in many issues; breast cancer, prostate cancer, Operation Never Forgotten with its support for deployed troops, wounded warriors, fallen heroes and military families. We have privately counseled some non profits in crisis communication issues.

Recently, we were contacted by an attorney who has specialized in medical marijuana since September of 2010. Michigan passed the law allowing the use of marijuana for certain medical conditions in 2008. It is joined by 14 other states and the District of Columbia. There are set procedures to follow in order for the individual to qualify. The problem is that the law was loosely written thus creating a very "gray" area for law enforcement agencies. Use of marijuana is a Federal offense.

We believe that everyone has a right to tell their story which is why we agreed to engage in media relations for Marshall Alternatives. It is no indication that we endorse its use for medical or recreational use.

The following clips are very interesting and indicative of the growing issue surrounding the establishment of medical marijuana dispensaries and the use of medical marijuana.

- [Livingston Daily Article 4/12/11](#)
- [Livingston Daily Article 4/6/2011](#)
- [Livingston Daily Article 4/8/2011](#)
- [Livingston Daily Editorial](#)

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