

Playing a new cannabis beat: Prairie Records set to open two locations in Saskatoon on April 20th

Celebrating community, music and cannabis, Prairie Records enters market with grand opening event at its Broadway Avenue location

SASKATOON, SK, April 11, 2019 /CNW/ - Offering Saskatoon residents who are 19+ a new spin on cannabis retail, Prairie Records is opening two Saskatoon stores on Saturday, April 20. The stores are located on Broadway Avenue and in Stonebridge, just off of Preston Avenue. To kick-off the grand opening celebrations, Prairie Records is hosting a full day of musically-infused festivities at its Broadway Avenue location from 11:30 a.m. to 8:00 p.m. Saskatoonians will be able to explore the new Prairie Records store which seeks to spark discovery with both first-time users and cannabis connoisseurs in a welcoming and approachable environment.

Playing tribute to the local music scene, and showcasing Saskatoon's incredible musical talent, the event will offer special performances by local musicians The Pistolwhips, Kacy & Clayton and Ritual Rabbits and local DJs The Gaff, DJ Charly Hustle and DJ Drewski. There will be special in-store launch promotions and food trucks onsite.

In advance of the store openings, media are invited to participate in private, in-store tours with Adam Coates, Chief Commercial Officer on Thursday, April 18 from 10 a.m. to 2 p.m. If interested in booking a tour at either location, please schedule an appointment prior to April 16, 2019 with Lauren Steeves at lauren.steeves@northstrategic.com.

What: Prairie Records' Broadway Grand Opening Event –*must be 19+ to attend*

When: Saturday, April 20, 2019
11:30 a.m to 8:00 p.m

Musical Performance Schedule:

Time	Talent
11:30 a.m – 1:00 p.m	DJ Drewski
1:00 – 1:45 p.m	Ritual Rabbits
1:45 – 3:15 p.m	DJ Charly Hustle
3:15 – 4:15 p.m	Kacy & Clayton
4:15 – 5:45 p.m	DJ The Gaff
5:45 – 7:00 p.m	The Pistolwhips
7:00 – 8:00 p.m	DJ The Gaff

Where: Prairie Records: 720 Broadway Avenue, Saskatoon, SK
Located outdoors between 10th Street E and 11th Street E
Public transit is encouraged and guests are advised to park on the surrounding streets

Who: Westleaf executives, Prairie Records staff, Saskatoon residents, local musicians and artists and influential community members

**Please note, b-roll footage and photography opportunities can be arranged onsite at the event on Saturday, April 20th*

About Prairie Records

Focusing exclusively on densely populated neighbourhoods, high traffic areas, and tourist

destinations, *Prairie Records* retail stores will be situated in some of the most premium retail locations across the country. The foundation of the retail concept is ingrained with a desire to create a unique cannabis purchasing experience through tactile in-store features and product offerings that celebrate the relationship between music and cannabis. Featuring a planned rollout of up to 50 retail locations across Canada. Westleaf continues to be committed to becoming a leader in the Canadian cannabis retail market.

About Westleaf Inc.

Westleaf is a vertically integrated cannabis company focused on innovative retail experiences and engaging cannabis brands as well as cultivation, production and extraction of cannabis products. Westleaf is rolling out a national retail footprint for its retail concept *Prairie Records*, with stores planned for British Columbia, Alberta, Saskatchewan and potentially Ontario. The retail concept leverages the instinctual tie between recreational cannabis and music and redefines the cannabis purchasing experience. The Company also has two significant production facilities under construction and scheduled for completion in 2019. For more information, please visit <http://www.westleaf.com> or www.prairierecords.ca.

SOURCE Westleaf Inc.

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<http://www.newswire.ca/en/releases/archive/April2019/11/c6435.html>

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For further information: MEDIA CONTACT, Lauren Steeves, North Strategic on behalf of Prairie Records, lauren.steeves@northstrategic.com, T: 306-717-3253

CO: Westleaf Inc.

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