

Mary Janes

The Women of Weed



PRESS KIT

www.MaryJanesFilm.com

INTRODUCTION

Question: What do you get when you combine gender parity, social justice, environmental sustainability and cannabis?

Answer: A Puffragette™.

THE FILM

Women are changing the face of today's fastest growing industry - cannabis. Join filmmaker Windy Borman as she discovers how they're also changing the world in "**Mary Janes: The Women of Weed**". The film is directed and produced by multi-award-winning filmmaker Windy Borman, whose recent successes include: the 10-time award-winning documentary, "The Eyes of Thailand", narrated by Ashley Judd; and "The Big Picture: Rethinking Dyslexia", which premiered at Sundance and on HBO.

"The most important cannabis film of our time." - Dope Magazine

THE MOVEMENT

The first new industry to emerge in the 21st century is led by women. According to a recent *Marijuana Business Daily* study, women hold 36% of leadership positions across the marijuana industry. The national average is 22%. This means marijuana has the highest amount of gender parity in any industry in the United States. In fact, *Newsweek* predicts that marijuana could be the first billion-dollar industry not dominated by men.

Over half of the United States has legalized medical cannabis. Clearly we're at a tipping point, and "The Women of Weed" could make marijuana legal nationwide, reform the criminal justice system, empower disenfranchised communities, and give life-saving medicine to children and veterans, all while building gender equality into a billion-dollar industry.

We call this the Puffragette™ Movement.



"Not only does 'Mary Janes: The Women of Weed' promise to be one of the best documentaries addressing social injustice, gender inequality, and marijuana you'll ever see, it promises something much more important: hope for real, tangible, attainable change." – Massroots

ABOUT THE FILM

#1 Documentary of the Year – Celeb Stoner

FILM TAGLINE & SYNOPSIS

Title: Mary Janes: The Women of Weed

Tagline: Breaking the Grass Ceiling

Short Synopsis: Women are changing the face of today's fastest growing industry - cannabis. Join filmmaker Windy Borman as she discovers how they're also changing the world.

Long Synopsis (Word Count 91): Join filmmaker Windy Borman as she explores the movement to end marijuana prohibition, her own relationship to the plant, and the stereotypes surrounding it. Through a series of empowering and educational interviews with a broad diversity of women leading the industry today, Windy's own assumptions are transformed as she discovers cannabis liberation intersects with the most urgent social justice issues of our time. She learns how this green revolution has big effects on environmental sustainability, ending the War on Drugs and the Prison-Industrial Complex, and the destructive domination of Big Pharma.

THE PUFFRAGETTES™

The Puffragettes™ featured throughout **"Mary Janes"** include: Melissa Etheridge, Jane West, Jazmin Hupp, Betty Aldworth, Shaleen Title, Julianna Carella, Jaime Lewis, Karin Lazarus, Giadha Aguirre DeCarcer, Dr. Sue Sisley, Mara Gordon, Sara Batterby, Wendy Mosher, Dr. Daniela Vergara, AC Braddock, Dr. Amanda Reiman, Lindsay Robinson and Taylor West.



"There's so much opportunity in the cannabis industry because it has not been set up within the old world male business paradigm. Women can grow it, heal with it, and now, in America, you can make a business." –
Melissa Etheridge

ABOUT THE FILMMAKER

WINDY BORMAN | Producer / Writer / Director



Windy Borman, MST, is a multi-award-winning film Director and Producer, as well as the founder of DVA Productions. Her recent projects include directing and producing the 10-time award-winning film, “The Eyes of Thailand” (narrated by Ashley Judd), and producing “The Big Picture: Rethinking Dyslexia”, which premiered at Sundance and on HBO. Other credits include producing performances for Dr. Maya Angelou and Margaret Cho, directing “The Vagina Monologues”, and writing for Takepart.com and Indiewire: Women and Hollywood.

From 2003-2005, Ms. Borman dedicated two years of her life to Teach For America, teaching middle school Drama and Dance in the South Bronx. In 2006 she opened DVA Productions to use her gift of storytelling to produce film and digital media that give a voice to the voiceless and promote peace, justice and equality.

DIRECTOR’S STATEMENT

I’ve always been intrigued by social issues, especially gender equality, social justice, environmental protection, education and empowerment. When I moved to Colorado in 2014—the same year recreational use of marijuana became legal—and started meeting successful women in the weed business, I knew I was perfectly positioned to tell these female entrepreneurs’ stories and inspire domestic and global audiences about how gender parity, social justice and environmental sustainability lead to greater success for all.

“Far from simply creating a film about weed, Borman aims to delve into the intermarriage between cannabis and environmentalism, gender parity, and social justice.” – Civilized.



Why do we need another film about cannabis?

We feel the previous films about cannabis have left out one very important perspective: Women.

According to a recent *Marijuana Business Daily* study, women hold 36% of leadership positions across the marijuana industry. The national average is 22%, so cannabis has the highest amount of gender parity in any industry in the United States.

Secondly, women purchase over 50% of movie tickets, yet represent only 30% of Hollywood speaking roles. This is true for cannabis films, too. Isn't it time we had a cannabis film where women get to speak about their experience?

Next, *High Times* reported that women account for 40% of annual cannabis users, according to the most recent National Survey on Drug Use and Health. This means there were 13.1 million women in the United States who used cannabis in 2015. Women also drive 70-80% of all consumer purchases. This is a huge market share.

Finally, women are creating businesses that instill corporate responsibility into the foundation of the cannabis industry. Showing this side of the industry is a realistic counterpoint to other media that focus on the "stoner" images, vaults of cash, or scantily clad women as arm candy.

Bottom line: It just made sense to produce a film about women in the cannabis industry to shape the national cannabis conversation.



Where and when did you film “Mary Janes: The Women of Weed”?

We began filming “**Mary Janes: The Women of Weed**” in February 2016 and Production wrapped in May 2017. We interviewed over 40 female ganjapreneurs, who we call “Puffragettes™” [pronounced *puff-ruh-jets*], everywhere from Colorado, Washington, Oregon, California, DC, Massachusetts, and New Jersey.

Have you always been a cannabis activist?

I am the daughter of a doctor and nurse, and a product of the D.A.R.E. generation, who learned all drugs are bad, but particularly marijuana because it was a “gateway” drug. I had ample opportunity to try cannabis over the years, but never did until 2017. However, I've always been intrigued by social issues, especially gender equality, social justice, environmental protection, education and empowerment. I bring that social justice lens to cannabis.

Wait. You never tried marijuana before this film? Why not?

I didn't hang out with the people who had cannabis, and I admit I was originally judgmental about cannabis because I was turned off by the “stoner dude” images I saw. Next, there is alcohol and drug addiction in my family, so hearing marijuana was a “gateway drug” growing up, I didn't want to chance it. Now we know that alcohol and tobacco are the real gateways to harder drugs, but by

the time I realized that, I was too busy making films to risk having a bad reaction to cannabis—or any drug for that matter—so I avoided them.

Given all I've learned filming **“Mary Janes: The Women of Weed”**, I finally decided to try cannabis for the first time. In the ultimate life twist, my first “sesh” was on camera and we included it in **“Mary Janes”** for the entire world to see.

How was your first cannabis “sesh”?

I heard from many women that their first cannabis experience came at the urging of a man, or at least a male purchased the weed for everyone. I flipped that script and made very mindful and empowered choices. I purchased my own legal cannabis at a Colorado dispensary and recruited a group of “Cannabis Fairy Godmothers” to join me during my first consumption. As for what happened next, you'll just have to watch the film.



Is gender equality a threat to the cannabis industry?

Equality isn't a threat to cannabis; Big Pharma, Big Tobacco and a fascist government are.

Women don't necessarily want to “take over”. They want parity, an even playing field. There is no “glass ceiling” in the cannabis industry because everyone is figuring it out as they go.

From what I've seen, most men in the cannabis industry recognize the value of female leaders. I think this is partially because they know that diverse business teams are more successful, and partially because the cannabis plant is female. It balances the Divine Feminine and the Divine Masculine, so the cannabis industry attracts more mindful and enlightened leaders as a whole.

What social justice reforms do you want the US to make around its cannabis drug policy?

The cannabis movement was built on the back of social justice and compassionate healthcare that came out of the HIV/AIDS epidemic in the 1980-90s. The budding cannabis industry can't lose sight of this as it transitions from activism to industry.

We need to reform the criminal (in)justice system. We need to rebuild trust in communities that are targeted for the majority of drug arrests. We need to support women, people of color, and LGBTQ business owners and involve them in the conversations about how the cannabis industry—and its tax revenue—can help heal these wounds and create a thriving community.

Why are environmentally sustainable business practices essential to the future of the cannabis industry?

We have one Earth and one chance to take care of it. Humans are consuming resources and polluting at a rate we've never seen before, and it isn't sustainable. If the cannabis industry can

prove to be financially viable and environmentally sustainable—if it can have the “triple bottom line”—then there are no excuses for other industries.

How is cannabis the intersection of these core values?

You can't talk about cannabis without including gender equality, social justice and environmental sustainability. We're at a critical point with women demanding more parity in all aspects of society, the Black Lives Matter movement, record-setting global temperatures for the second year in a row, and over half the states have legalized some form of marijuana. These are the conversations we need to have as a country—and as a world—if we're going to solve the major issues facing humans as a species. **“Mary Janes: The Women of Weed”** synthesizes them.

How did you incorporate inclusivity into your film crew decisions?

Since I'm producing a film about inclusivity, it would be irresponsible if I didn't strive for inclusiveness behind the cameras. Our crew consisted of 19 women and 12 men, or a 3:2 ratio of women to men. We know that diverse companies and productions are more successful—and it's the right thing to do—so inclusivity is a huge goal of mine on both sides of the camera.

“We are so proud to support ‘Mary Janes: The Women of Weed’. It will take a community working together to create an industry where women are duly respected as leaders in marijuana. This film will be a cornerstone in the story and together we will pay tribute to a tradition of sharing, caring, and toking.”

– Willie's Reserve (Willie Nelson's cannabis brand)



FILM DETAILS

COMPLETION DATE: **October 2017**

GENRE: **Documentary**

ORIGINAL FORMAT: **4K**

TOTAL RUNNING TIME: **85 mins**

LANGUAGE: **English**

FILM CREDITS

PRODUCER / WRITER / DIRECTOR: **Windy Borman**

CO-PRODUCERS: **TS Botkin, Lauren J. Gibbs, David Lawrence, Gregg Stouffer, Lowell Wightman**

ASSOCIATE PRODUCER: **Jill C. Brooke**

CINEMATOGRAPHERS: **Kimman Harmon, Zebediah Smith**

POST-PRODUCTION SUPERVISOR: **Tammy Botkin**

EDITOR: **Gregg Stouffer**

MOTION GRAPHICS DESIGNER and ANIMATOR: **Katrina Sass**

SUPERVISING SOUND EDITOR: **E. Larry Oatfield**

SOUNDTRACK INCLUDES SONGS BY: **Melissa Etheridge, Willie Nelson, Kacey Musgraves, The Likely Culprits, Ellen Bukstel and Amie Penwell.**

