



**FOR IMMEDIATE RELEASE**

January 30, 2020

**Media Contact:**

Commander Craig Bettis  
Town of Vail Police Department  
970.479.2210  
cbettis@vailgov.com

**VAIL POLICE DEPARTMENT & EAGLE COUNTY SHERIFF'S OFFICE PARTNER  
TO LAUNCH CREATIVE MARIJUANA PUBLIC EDUCATION CAMPAIGN**

*Vail Let's Be Blunt.*

---

**VAIL, CO – January 30, 2020** – Today, the [Town of Vail Police Department](#), in partnership with the [Eagle County Sheriff's Office](#), launched “Vail Let’s be Blunt” - a media campaign aimed to educate residents and visitors about the Colorado Marijuana Laws, while inspiring responsible and lawful use. “Colorado’s Amendment 64 is cool, but only if you know the rule...”

Funding for the project came from a Marijuana Impact Grant awarded to the Vail PD by the Colorado Department of Local Affairs. A unique team was formed and an informative, yet fun campaign created to deliver important messaging that will help to keep our visitors and community safe.

Given the variations in marijuana laws across the country, it is imperative that we keep visitors and locals informed of the legal parameters of marijuana use in Vail and the surrounding areas, particularly since we are also dealing with Federal regulations on National Forest Lands.

“We care for all of our residents and visitors and want them to be safe. Our hope is that this campaign will keep everyone informed and educated to practice responsible and legal consumption,” said Vail Police Chief Dwight Henninger.

To help construct the campaign, the Vail Police officials hired [Buie & Co.](#), a public relations and government affairs firm that has an award-winning history of creating public education campaigns, for brand and logo graphics. Through a series of light-hearted and clever visuals, the Vail PD and the Eagle County Sheriff’s Office aim to neither advocate nor discourage locals and visitors from smoking, or consuming but rather, to educate and emphasize safe and courteous use of Marijuana.

“Vail, Colorado is THE ski destination, and it sets the standard for resorts across the globe; the skiing and riding are great, the people are welcoming and fun, and the snow is incredible”, says Eagle County Sheriff



James Van Beek. "Excitement is our way of life. We are 'cutting-edge green' and love to push the limits, yet, there are some we will not cross". The Eagle County Sheriff's Office will continue to work with Winning Images, LLC, (<http://www.CartierWinningImages.com>) a Colorado and Washington DC firm that has worked extensively with government and corporate officials from the White House to local leaders, for additional content and delivery option ideas.

We are teaming up to get you experiencing that Rocky Mountain High as we have for generations, and those that want a bit more, can do so as informed residents and visitors to our amazing community. Amendment 64 is game-changing and it's important to know the rules in order to win the game.

Campaign content is scheduled to be released every two weeks through a variety of Vail and Eagle County social media platforms and media partners. Keep an eye out in the months to come.

Here are some fun thoughts to keep marijuana consumers safe!

- The only thing that should be 'Baked' on top of the Mtn. are the cookies in the restaurant.
- A Bud free zone isn't referring to beer... although, that's not allowed out on the mountain either.
- A vacation should not include probation!
- Edible Medicals do happen (in room 420) so.....start low and go slow.

For FAQ's and more information, visit [vailgov.com](http://vailgov.com) and [www.eaglesheriff.com](http://www.eaglesheriff.com) and follow along on Instagram and Facebook for updates and announcements ([@vailgov](https://www.instagram.com/vailgov)) and ([@EagleCountySO](https://www.facebook.com/EagleCountySO)).

###