

# FOR IMMEDIATE RELEASE



## CHEBA HUT PARTNERS WITH LAST PRISONER PROJECT ON 25TH ANNIVERSARY

AS THE CANNABIS-THEMED "TOASTED" SUB CONCEPT PREPARES TO LIGHT UP THEIR 25TH ANNIVERSARY, IT'S MARKING THE OCCASION BY RAISING MONEY FOR THE CANNABIS CRIMINAL JUSTICE REFORM NON-PROFIT ORGANIZATION.

FORT COLLINS, CO — Although cannabis has come a very long way since Scott Jennings, the founder of Cheba Hut, sparked up his first toaster 25 years ago, the brand acknowledges that there is still a long road ahead to full justice reform for the plant and its users. Thousands of Americans are still serving extended prison sentences due to cannabis convictions, even in states where marijuana is no longer criminalized. To lend a hand in correcting that injustice, Cheba Hut is joining forces with Last Prisoner Project, a non-profit organization that leverages legal intervention, public education and legislative advocacy in support of a single mission: to set free every last one of the tens of thousands of people locked up on nonviolent cannabis charges

From the Last Prisoner Project, "we are lucky to have the support of countless cannabis brands, dispensaries, and individuals who are constantly finding new ways to help accomplish our mission of freeing every last prisoner. We are thrilled to continue this partnership with Cheba Hut and continue the tradition of SmokeOut InJustice Day!"

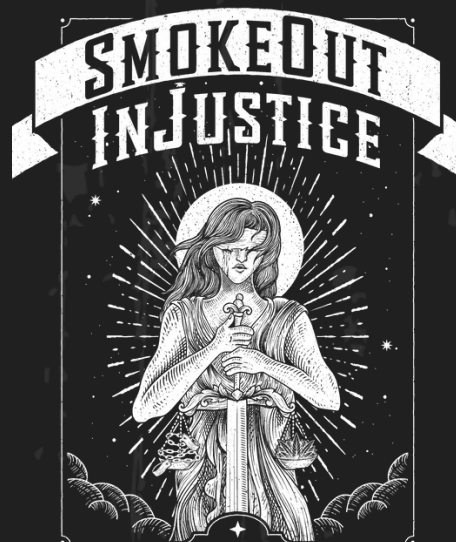
In 2022, Cheba Hut designated their anniversary on January 20th as SmokeOut InJustice Day and could not be more stoked to continue the tradition this year on their 25th Anniversary! On Friday, January 20th, Cheba Hut shops will donate \$2 of every entree sold to the Last Prisoner Project. This includes in-shop and delivery entrees.

Brian Loeb, Cheba Hut's Vice President of Marketing explains, "Since '98, Cheba Hut has been deeply rooted in cannabis culture. In that time, we've been incredibly lucky to have benefited from its progression, but witnessed firsthand the struggle that came alongside it. Each year, SmokeOut InJustice is our chance to pay it forward to those victims of the system, and this January 20th is on target to be our biggest SOIJ Day yet!"

Grab some homies and hit up your local Cheba Hut on Friday, January 20th to SmokeOut InJustice with us!

### CHEBA HUT

About Cheba Hut "Toasted" Subs: Cheba Hut has been escaping the established and getting "toasted" since 1998. Breaking the mold of mundane fast-casual concepts by becoming the first cannabis-themed sandwich "joint", Cheba Hut is dedicated to providing customers with delicious and memorable sandwich and munchie options in a chill, eclectic environment where made-to-order food is served by genuine people. Cheba Hut's fun and authentic dining experience includes a full-service bar and highlights its menu because it's not about getting high, it's about epic food and legendary service! Visit [chebahut.com](http://chebahut.com) and follow on social media [@chebahut](https://www.instagram.com/chebahut)



### LAST PRISONER PROJECT

The Last Prisoner Project (LPP) is a national, nonpartisan nonprofit organization dedicated to cannabis criminal justice reform. Through legal intervention, direct constituent support, advocacy campaigns and policy change we aim to end America's policy of cannabis criminalization, as well as to repair the harms of this discriminatory and counterproductive crusade. Visit [www.lastprisonerproject.org](http://www.lastprisonerproject.org) or text FREEDOM to 24365 to learn more

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