



AJD MEDIA

Media Coverage
Portfolio

Here's just the tip of the iceberg for the media coverage we secured for our valuable clients

Media Outlet	Description	Date
BBC	We spread the word to reassure UK patients that the medical cannabis sector had adapted to COVID restrictions, ensuring access was eased to the care they needed. We did this through the UK's largest broadcasting network.	29 April 2020
Channel 9 Today Extra	Recent segment that we secured for National Pain Week with Dr Brad McKay and featuring our client's patient. This segment won over 3000 views on Facebook socials.	29 July 2020
Switzer TV	Our client is interviewed by Peter Switzer about investing in the cannabis space and gives expert insight into the challenges and opportunities for cannabis in Australia.	13 July 2020
AusBiz	Our client is interviewed about the Senate Inquiry into patient access in Australia.	15 April 2020
Prime7 TV	Our client's Rural Program is the subject of a Prime7 feature on bringing medicinal cannabis access to rural and remote patients in Australia	13 February 2020

<p>House of Wellness</p>	<p>Big in-depth patient feature, titled "How medicinal cannabis changed my life".</p>	<p>19 October 2019</p>
<p>The Green Fund</p>	<p>We managed to grab an exclusive mention for Cymra Life Sciences which was participating in Applied Cannabis Research's CACOS study. This led to many patient enquiries regarding the study for our client.</p>	<p>28 July 2020</p>
<p>Honahlee Honahlee</p>	<p>We secured a feature for Cymra on genetic engineering of medicinal cannabis for chronic pain, also showcasing the pain study, and also an in-depth fireside chat conversation with CEO Joel Hardy.</p>	<p>13 July 2020</p>
<p>ABC</p>	<p>DVA patient Eli Turner shared his story waiting months in agonising pain before getting his prescription. We scored this in the prime of circulating pushes to improve DVA aid to veterans.</p>	<p>8 May 2020</p>
<p>ABC</p>	<p>This features an exclusive perspective on a patient who insists on driving while taking medicinal cannabis, sparking a debate amongst industry experts.</p>	<p>29 September 2019</p>
<p>7 News Flashpoint</p>	<p>Our client's patient is featured in this Channel 7 segment about how changing regulations in</p>	<p>12 November 2019</p>

	WA could change lives.	
Prime 7 Wagga Wagga	CA Clinics Addiction Specialist Dr Mark Hardy gives a professional perspective of Australians turning to harmful self-medicating methods as the government offers a \$73 million 'mental-wellness' package during the COVID period.	24 April 2020
The Green Fund	An exclusive insight into patient struggles of accessing and affording medicinal cannabis. This is a brand new one that we are proud of: it was a bonus to our Pain Week segment with the Green Fund and is unique in giving an in-depth story which we believe will pull on the heartstrings of many readers.	13 August 2020
Body & Soul	Our client is quoted as the authority on what's happening with product prices that patients pay.	2 September 2019
ABC	Article on PTSD trial for Australian veterans beginning, featuring CA Clinics and BOD Australia	12 June 2019
MJBizDaily	Our client's research is showcased in an article about medicinal cannabis prescriptions	10 February 2020
Guardian	Our client's experts gave their professional overviews on the medical cannabis space	11 August 2019

	to emphasize the need for more research into treatments.	
The Motley Fool	Our client's study was the first in the world to compare the efficacy of low THC to 100% CBD products when treating severe, intractable epilepsy.	3 September 2019
Stockhead	Our client is quoted as an expert into the field on what legislation and industry changes should be made to ensure the safety of Australians.	3 February 2020
MJ Biz	Our client represents the professional view on the government's proposal to implement a single medical cannabis license for producers.	4 February 2020

For enquiries, feel free to give us a call at +61 4 2223 8809 or pop an email over to contact@ajdmedia.com.au