

**FOR IMMEDIATE RELEASE:**

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**“MARY JANES: THE WOMEN OF WEED”, a groundbreaking documentary about women leading the cannabis business, debuts at the Mill Valley Film Festival Cannabis Focus Day**

Through interviews with *Grammy® Award-winning singer-songwriter Melissa Etheridge and other “ganjapreneurs”*, *Filmmaker Windy Borman explores how legal cannabis is not only an industry, but also a movement of dedicated, pioneering “Puffragettes™”.*

*This is unlike any marijuana film you’ve seen.*



Denver, CO, September 6, 2017 – DVA Productions announces its latest documentary, **MARY JANES: THE WOMEN OF WEED**, will have its World Premiere at the Mill Valley Film Festival October 5 – 10, 2017. The film features a powerful interview from Grammy® Award-winning singer-songwriter Melissa Etheridge.

Director and Producer Windy Borman explores how marijuana is the first new industry to emerge in the 21<sup>st</sup> century—and it’s led by women. By looking at the intersection of gender parity, social justice, and environmental sustainability, Borman explores how cannabis is not only an industry, but also a movement of dedicated, pioneering women she calls “Puffragettes™” (as in Pot + Suffragette).



"From farms to labs to dispensaries and beyond, the film sheds light on the female researchers and entrepreneurs blazing a trail in today’s legal cannabis industry. From interviews with scientists, doctors, lawyers, activists, growers and bakers, I learned cannabis is not only an industry, but also a movement of dedicated, pioneering women," says Director Windy Borman.

**MARY JANES: THE WOMEN OF WEED** explores the movement to end marijuana prohibition and Borman’s own assumptions about the plant. Through a series of empowering and educational interviews with the industry’s “Women of Weed”, 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 film is supported by Willie’s Reserve, Willie Nelson’s cannabis brand, who wrote: “Upon the debut of Willie’s Reserve in Colorado and Washington, Willie Nelson told us all, ‘Now that legalization is spreading across the country, there’s a great opportunity to build a company that can help a lot of people.’ Willie’s Reserve has set out to uphold these values, so we are so proud to support the motion picture **MARY JANES: THE WOMEN OF WEED**. It will take a community working together to create an industry where women are duly respected as leaders

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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.”

**MARY JANES** began Production in February 2016. Over the course of the year, Borman and her team interviewed 40 female ganjapreneurs, across 10 states, including California and Massachusetts, where voters approved adult use of marijuana on Election Night 2016.

According to a 2015 Marijuana Business Daily study, women hold 36% of leadership positions across the marijuana industry and Newsweek predicts that marijuana could be the first billion-dollar industry not dominated by men.

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.

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**Press Links:**

Website: <http://MaryJanesFilm.com>  
Facebook: <http://Facebook.com/MaryJanesFilm>  
Twitter and Instagram: @MaryJanesFilm  
Official Trailer: [YouTube](#)

**About MARY JANES: THE WOMEN OF WEED:**

Women are changing the face of today’s fastest growing industry - cannabis. 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.

**Soundtrack includes songs by:** Melissa Etheridge, Willie Nelson, Kacey Musgraves, The Likely Culprits, Ellen Bukstel and Amie Penwell.

**About 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.