

Treatwell Health
Cynthia Gonzalez, Spokesperson
415.493.0400
cagcanna@gmail.com

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“For Immediate Release”

“As a spokesperson for Treatwell Health, we are deeply sorry and regret the incident that occurred this past weekend. A terrible mistake was made that affected a young girl and her family. It is important to know it was never the intention to disparage, harass or cause any harm to the child, nor her Mother. However, in a heated moment, a critically wrong decision was made by our CEO. The guilt lies in that decision, and while it was completely wrong, the act that followed was not motivated by any racist intent whatsoever.

We are aware of the tumultuous tide of racism in this country and agree that its very existence has no place anywhere, especially in the Cannabis industry. Rather, we respect all family values, virtues and religious beliefs, lifestyles and we are supportive of all. And as a company we refute all notions of prejudice.

Our sole focus, as a company is to enrich, heal, and preserve the 1000’s of lives of those patients in need. We do not seek forgiveness for the act, rather we accept the fact that a very poor decision was made.

We respect all people of color, race, creed, ethnic diversity and we are a zero tolerance, all-inclusive compliant business.

We ask for your professional courtesy and allow Treatwell Health time to mitigate the damages, particularly for the sanctity and future Medical Cannabis needs of our patients.”

“Alison Ettel, CEO of TreatWell Health, has resigned, effective immediately. This decision, while not an easy one, is in the best interest of their patients.

It is Ms. Ettel’s belief that TreatWell, its employees, and patients should not have to suffer because of a situation that occurred in an escalated moment. And she regrets her part and is remorseful.

Alison has been an incredible asset in the development, marketing and overall success in bringing a highly regarded Medical Cannabis product to market. As a result, TreatWell has grown into a company that has far reaching important medical value and the work must continue. The founding principles in providing the highest-quality cannabis products and for the passion of patient care, has not changed. Ms. Ettel believes in TreatWell’s fundamental roots— that patients come first, and she respectfully wishes the company continued success in all its endeavors.”

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