



B NOBLE Announces Partnership with The Bronx Defenders in its Home State of New York

New York Native Fab 5 Freddy's cause-based cannabis brand announces New York partnership and \$25,000 donation

NEW YORK, [February, 24, 2025] -- Today, B NOBLE, a national for-profit, cause-based cannabis brand, announces its partnership with New York-based nonprofit, The Bronx Defenders, with a \$25,000 initial donation. The Bronx Defenders are one of many nonprofits that B NOBLE has partnered with to donate a portion of sales across the country in nine states.

The Bronx Defenders is a nonprofit public defender office that is radically transforming access to legal representation for low-income people in the Bronx. Each year, the nonprofit defends more than 20,000 low-income Bronx residents. From there, their learnings are used to launch innovative initiatives designed to bring about real and lasting change for the communities they serve. The announcement of this New York partnership exhibits B NOBLE's continued dedication to creating equity, inclusion, and justice in the cannabis space.

"We appreciate B NOBLE's support and recognition of the injustices caused by cannabis criminalization," **said Juval O. Scott, Executive Director of The Bronx Defenders.** "As public defenders, we fight every day to liberate people from the devastating consequences of legal entanglement—whether it's an unwarranted arrest, family separation, eviction, or deportation. Too many lives, particularly in communities like the Bronx, have been upended by harsh cannabis laws. B NOBLE's support will help us continue advocating for those impacted and working toward a more just legal system."

Founded by Hip-Hop pioneer, filmmaker, visual artist and cannabis advocate, Fab 5 Freddy, with Bernard Noble, B NOBLE launched in 2021 through a licensing deal with Curaleaf, a leading international provider of cannabis products. The brand's story is rooted in a history of working with those that have been affected by harsh laws related to cannabis charges. Bernard Noble, the brand's namesake, was sentenced to 13 years of hard labor for carrying less than two joints worth of cannabis and was released after spending seven years behind bars. Since 2021, B NOBLE has donated over \$500,000 to partners in states including Maryland, Florida, Illinois, Massachusetts and New York.



“We are thrilled to be partnering with The Bronx Defenders, an organization whose mission is directly in line with that of B NOBLE’s,” **said Fab 5 Freddy, founder of B NOBLE.** “As a born and raised New Yorker, this partnership is particularly close to my heart. I have seen how harsh cannabis laws have affected the lives of New Yorkers. B NOBLE launched in 2021, the same year that adult use was legalized in New York. We are honored to play a part in helping to improve the lives of those who have been through the criminal justice system here in our home state.”

As a part of its brand promise, B NOBLE donates a portion of proceeds to local organizations in every state it operates in, with a focus on supporting individuals impacted by the War on Drugs.. For example, recently in Florida, B NOBLE launched an initiative with Greenbook Academy, a leading provider of education and training solutions for the medical cannabis industry, to provide 100 individuals with free trimming and dispensary technician courses. Additional donation partners around the country include Changing Perceptions, Greenbook Academy, Last Prisoner Project, MassCultivatED and more. B NOBLE is currently stocked in dispensaries in New York including BeLeaf, Curaleaf, Gotham Buds, The Travel Agency and more.

ABOUT B NOBLE

B NOBLE is a for-profit, cause-based cannabis brand. Founded by Fab 5 Freddy [Yo! MTV Raps, Grass is Greener], B NOBLE aims to raise awareness about nonviolent cannabis-related charges and help those who have been previously incarcerated on those charges. Bernard Noble was sentenced to 13 years of hard labor for carrying less than two joints worth of cannabis and was released after spending seven years behind bars. It is a landmark case that demonstrates the impact of severe U.S. laws on cannabis. Bernard’s story represents one of the 600,000 people each year who are arrested for cannabis possession and suffer collateral consequences as a result of the War on Drugs. For more information, please visit www.B-NOBLE.com.

ABOUT THE BRONX DEFENDERS

The Bronx Defenders is a public defender nonprofit that has developed a groundbreaking model of holistic representation, providing systems-impacted individuals with teams of lawyers, social workers, and advocates dedicated to addressing their unique circumstances, thereby radically transforming how low-income people in the Bronx are represented in the legal system.