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FOR RELEASE

CCB Launches Billboard Campaign in Las Vegas

(Las Vegas, NV)- Nevada Cannabis Compliance Board (CCB) has a message: “Don’t gamble on safety. Buy legal cannabis.” The message is displayed on billboards across The Las Vegas Strip, Downtown and near Stateline.

Accompanying awareness raised by the billboards, the [CCB’s website](#) predominately features the State’s licensed cannabis consumption lounges and dispensaries, including regional Google Maps and hyperlinks to cannabis retailer websites. This allows the public to locate, verify and connect with Nevada’s licensed cannabis establishments.

The billboards can be found along I-15 at Sloan, I-215, I-515, entering and exiting Harry Reid International Airport, along Las Vegas Boulevard and the Resort Corridor among others. The billboard campaign will run through June 30th, 2026.

The current billboard takes inspiration from the 1998 film “Fear and Loathing in Las Vegas.” The film features an anti-cannabis billboard reading “Don’t gamble with marijuana.” Now, Nevada Cannabis Compliance Board is flipping the script in the present legal market, urging the public to not take a risk with untested and potentially unsafe illicit cannabis.

All products sold in licensed cannabis consumption lounges and dispensaries are tracked and tested from seed-to-sale. Meantime, cannabis grown, manufactured and sold illegally is not regulated for harmful pesticides, unsanitary practices or unsafe chemicals.

Nevada Cannabis Compliance Boars urges those 21 years of age and older to only buy and consume cannabis from licensed cannabis establishments.

More information about the benefits of buying legal cannabis can be found in a recent [press release](#).

