

9/11 First Responder now CEO of The Cannabis Place Announces 25th Anniversary Tribute Honoring 9/11 Heroes & Survivors

Led by a 9/11 responder, The Cannabis Place honors the 25th anniversary with a month-long 25% discount for WTC Health Program members and survivors.

NEW YORK CITY, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- As the nation

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Having spent months during the 9/11 recovery, I know the enduring toll it takes. This tribute is our way of giving back to our city and survivors, ensuring our fellow heroes are never forgotten.”

Osbert Orduna, The Cannabis Place CEO

prepares to observe the 25th anniversary of the September 11th attacks, [The Cannabis Place](#)—a premier, veteran-owned dispensary with flagship locations in New York and New Jersey—is launching an unprecedented, month-long initiative to give back to the community of survivors and heroes whose lives were forever altered by the tragedy.

Starting today, August 11, and running through September 11, The Cannabis Place is offering a 25% discount on all items to eligible 9/11 first responders, survivors, and affected local residents.

A Deeply Personal Mission

For Osbert Orduña, CEO of The Cannabis Place, this is not a corporate promotion; it is a deeply personal mission of solidarity. Orduña is a 9/11 first responder who spent three grueling months deployed at the Fresh Kills landfill in Staten Island, painstakingly working through the recovery and classification efforts in the immediate aftermath of the attacks.

"Twenty-five years later, the physical and emotional scars of 9/11 are still very real for those of us who were there, for the survivors who fled, and for the families who lost loved ones," said Orduña. "Having spent months on the ground during the recovery operations, I know the enduring toll this tragedy continues to take on our community. Cannabis has become a vital tool for relief and wellness for countless 9/11 first responders, survivors and veterans. This tribute is our way of giving back, showing respect, and ensuring our fellow heroes are never forgotten."

Eligibility

The tribute is designed to be as inclusive as possible for the 9/11 community. The 25% discount is available to anyone holding a 9/11 program identification card ([World Trade Center \(WTC\) Health Program](#) Member ID card):

- Heroes and First Responders of 9/11
- 9/11 Survivors
- Residents and workers who were located South of Canal Street during the attacks

Campaign Details & Locations:

The initiative is active at both of The Cannabis Place's retail locations:

- New York: Middle Village, Queens, NYC
- New Jersey: Jersey City, NJ

About The Cannabis Place:

The Cannabis Place is a premier, veteran-owned and equity-driven cannabis dispensary operating in Jersey City, NJ, and Middle Village, Queens, NYC. Founded by a 9/11 first responder and military veteran, The Cannabis Place is dedicated to providing trusted quality, fostering social equity, and delivering exceptional community service while offering a safe, welcoming, and highly educational environment for adults 21 and over. Discover more online at TheCannabisPlace.org and follow along on Instagram at @chillwithtcp.

Osbert Orduna

The Cannabis Place

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