



## Ascend Launches Its Largest Illinois Dispensary in Fairview Heights, Unveiling New Modern Design

March 25, 2021

***Second Metro-East location features 5,100 square feet of adult-use retail space designed to reflect evolving consumer needs and brand direction: creating 90 new local jobs in rapidly growing cannabis industry***

Fairview Heights – (Mar. 25, 2021) – Ascend Wellness Holdings, LLC (“AWH”), a multi-state cannabis operator, announced today the opening of its newest, state-of-the-art dispensary under the Ascend retail brand in Fairview Heights. The new location, at 114 Commerce Lane, has undergone a top-to-bottom remodel to launch the areas first adult-use only cannabis dispensary, and the second [Ascend](#) retail location in the Metro-East. The transformed interior creates a more seamless in-store customer experience, reflecting the new demands of a socially distant world driven by tech and e-commerce; while the exterior boasts a bold new graphic mural to convey what AWH stands for: Community. The mural sets a new design precedent that AWH intends to incorporate into its future retail spaces.

“This new state-of-the-art location will provide critical access and supply to meet the growing demand of the market and create 90 new local jobs at a time when employment can be challenging,” said AWH regional director Kathleen Olivastro.

Ascend Fairview Heights was smartly designed to elevate the retail experience, making the transaction process quick and convenient with features like express pick-up and pre-ordering, that cut down on staff movement but still allow for fast secure product flow throughout the dispensary. The open floor concept and acoustical design also allows for products to be brought into full focus. With 5,100 square feet of premium retail space, it is by far the largest Ascend dispensary in Illinois – enough to more than accommodate for social distancing while still making the experience comfortable for visitors.

This retail location is expected to be an immediate economic boost to both Fairview Heights and St. Clair County by generating hundreds of thousands of dollars in new tax revenue. More jobs are also expected to be created as the business grows.

“We want to better people’s lives through cannabis, and during a pandemic that has never been more important. That’s what our staff is here for, to serve the community,” said AWH chief revenue officer, Chris Melillo.

The new location is the fourth AWH retail location in downstate Illinois and the second in the Metro-East joining its sister dispensary in Collinsville. The new dispensary will cater to adult-use customers, but also welcome valid medical cannabis card holders seven days a week from 7:00 a.m. to 9:00 p.m. Customers can log on to [www.letsascend.com](http://www.letsascend.com) to learn about available products and order online.



### About AWH

AWH is a vertically integrated operator with assets and partners in Illinois, Michigan, Ohio, Massachusetts and New Jersey. AWH owns and operates state-of-the-art cultivation facilities, growing award winning strains and producing curated selection of products with effect-based categorization. AWH produces and distributes Ozone branded products. For more information, visit [www.awholdings.com](http://www.awholdings.com).

### Media Contact

Chris McCloud  
[cmcccloud@pendulumstrategygroup.com](mailto:cmcccloud@pendulumstrategygroup.com)  
217-502-4376