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# Whoopi Goldberg Launches New Cannabis Brand Emma & Clyde

“Cannabis is probably the greatest medicine on the planet that everybody can have,” says Whoopi Goldberg. From her home, with her cat on her lap, Goldberg discusses her long-standing relationship with cannabis, emphasizing its dual benefits as a pain reliever and source of joy. “For people like me, it was always used to stop the [menstrual] cramps – and the side hustle of that is that it was fun, it made you laugh and stuff,” she adds.

**All In The Family**

Goldberg’s new venture, Emma & Clyde, is named after her mother and brother. “Emma & Clyde is named after my family because my mother used cannabis for medicinal purposes. And my brother liked the recreational. They are two people that represent weed as it stands in the real world,” she explains. The line launches on July 20th and includes edibles, pre-rolls, flower, and accessories.

**Stop The Pain**

Goldberg has always advocated for cannabis to manage menstrual pain. “My premier reason for utilizing cannabis always was for making sure I could stop the pain,” she shares. Reflecting on the evolution from buying $10 bags to today’s sophisticated products, she maintains, “It’s probably the greatest medicine on the planet… It is clean, it is strong, and you can regulate how much strength you need depending on what you’re doing with the plant.”

Goldberg’s mission is to make cannabis accessible and affordable, emphasizing its natural benefits without additives. “Medicine should be in the hands of people,” she asserts, aiming to demystify cannabis and advocate for broader acceptance and legalization.

**‘We Never Left’**

*Goldberg* discusses restructuring her business under WhoopFam, a family-oriented umbrella. Partnering again with Maya Elisabeth, co-creator of Whoopi & Maya, they aim to support entrepreneurs, especially people of color, in the cannabis industry. “If you’re going to do that, you have to help people succeed, not put more things in their way. And this banking thing is a problem,” she emphasizes.

Goldberg’s story is a powerful reminder of cannabis’s potential to heal, bring joy, and drive social change.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

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