

# Housing Works Cannabis Co. Opens Second Dispensary in NoMad

## High Hopes! Housing Works Cannabis Co., New York's First Legal Cannabis Retailer, Expands to Second Storefront Location

Housing Works Cannabis Co. (HWCC), one of New York's pioneering legal cannabis dispensaries, has officially opened its second location in the vibrant NoMad neighborhood. The new dispensary, located at 846 Sixth Ave., opened its doors on December 16, 2024, reinforcing the organization's strong commitment to cannabis equity, education, and advocacy.

This expansion marks a significant milestone for Housing Works, which aims to continue breaking down the stigma surrounding cannabis while providing essential services to underserved communities. The new NoMad location will not only provide access to legal cannabis products but also offer vital support to Housing Works, the nonprofit organization behind the dispensary.

### Supporting Housing Works' Mission: A Portion of Sales Goes to Charity

A key feature of the new NoMad location is its focus on giving back to the community. A portion of the proceeds from sales at the dispensary will directly support Housing Works' initiatives. These efforts focus on addressing social issues such as homelessness and HIV/AIDS, with Housing Works providing critical services to thousands of New Yorkers facing these challenges.

"The opening of our second dispensary is a huge step forward in our mission to de-stigmatize cannabis and educate the community on its benefits," said Sasha Nutgent, Vice President of Retail for Housing Works Cannabis Co. "This new location allows us to engage with a dynamic and diverse community, and it reinforces our belief that 'Uplift Each Other' is not just a slogan, but a core principle of our company."

### A Spacious, Inclusive Shopping Experience in NoMad

The new storefront in NoMad offers a spacious 3,500-square-foot retail space with impressive 20-foot-high ceilings, designed to reflect the welcoming and inclusive atmosphere that Housing Works is known for. The interior features the organization's signature rainbow tones, providing a vibrant and positive environment for customers.

Customers will have access to a variety of purchasing options, including personalized service from knowledgeable budtenders, self-service kiosks for a more streamlined experience, as well as pickup and delivery options. Each purchase made at the dispensary supports Housing Works' nonprofit efforts, making every transaction an opportunity to give back to marginalized communities.

### Unique Shopping Experiences at HWCC NoMad

In addition to its wide range of cannabis products, the NoMad location also introduces unique shopping experiences. One standout feature is a rotating display that allows customers to scan QR codes to preview seasonal items from the Housing Works eShop. Additionally, the store will feature “The Stash,” a community-focused retail initiative that will showcase quarterly product selections curated in collaboration with notable New Yorkers and cultural icons.

### **Location and Hours of Operation**

Situated between the bustling Herald Square shopping area and the peaceful Madison Square Park, HWCC NoMad is positioned to become an essential destination for cannabis enthusiasts and socially conscious shoppers alike. The store will be open for business during the following hours:

- Monday to Wednesday: 10 a.m. to 8 p.m.
- Thursday to Saturday: 10 a.m. to 9 p.m.
- Sunday: 11 a.m. to 7 p.m.

### **Housing Works: A Broader Commitment to Social Justice**

Housing Works Cannabis Co. is deeply integrated into the broader Housing Works nonprofit network, which includes its well-known thrift stores, cafes, and community outreach programs. The organization is dedicated to addressing some of the most pressing social injustices in New York City, focusing on issues like housing inequality, discrimination, and healthcare disparities. Through its cannabis sales and community initiatives, HWCC is actively working to empower individuals and uplift communities across the city.

### **What’s Next for Housing Works Cannabis Co.?**

As Housing Works Cannabis Co. continues its expansion efforts, the company remains committed to its mission of supporting underserved communities, promoting cannabis education, and breaking down the stigmas surrounding cannabis use. With two locations now open in Manhattan, plans for further expansion are already underway.

The NoMad dispensary marks an exciting chapter for Housing Works, as the company sets its sights on bringing its unique brand of advocacy, equity, and cannabis retail to more neighborhoods in New York City. Through each store opening, Housing Works is not just selling cannabis; it’s creating positive social change and a stronger, more inclusive community for all.

### **Closing Remarks**

With the grand opening of the NoMad dispensary, Housing Works Cannabis Co. is poised to continue making a profound impact on New York’s cannabis landscape and its commitment to social justice. This expansion brings new opportunities for community engagement, product accessibility, and support for critical social causes, all while serving as a model for the future of cannabis retail in the city.

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