



Smart Colorado Media Kit

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About Smart Colorado

Smart Colorado is a non-profit, non-partisan organization dedicated to protecting the health, safety and well-being of Colorado youth as marijuana becomes increasingly available and commercialized.

Smart Colorado formed after the 2012 passage of Amendment 64 to the Colorado Constitution, which legalized the sale and possession of recreational marijuana. We believe Colorado's top priority around marijuana policy and education should be protecting our youth. Recreational marijuana is illegal for those under 21 and presents a significant threat to their health and futures.

Smart Colorado is a project of the Colorado Nonprofit Development Center.

Leadership team



Diane Carlson, co-founder

Diane studied economics at the University of Maryland and earned a master's degree in public policy from Harvard. She has been actively involved in public schools around Colorado and has helped lead organizations and efforts focused on K-12 education and youth health, leadership and engagement.



Gina Carbone, co-founder

Gina earned her bachelor's in political science from Fairfield University and a master's degree in international affairs from American University. Gina has been appointed to serve on state and local panels and is a leading advocate for tighter regulations on marijuana policies, especially when it comes to commercialization and potency.



Henny Lasley, co-founder and executive director

Henny is a graduate of Southern Methodist University and has served on the board for local organizations including the Colorado Ballet and Rose Women's Organization. She is committed to the health and safety of Colorado youth.