

**Weedmaps wins: 2021 Clio Cannabis Award**

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**By WM Communications Team**

Weedmaps won Bronze in two categories at the 2021 Clio Cannabis Awards. The awards went to Weedmaps' [420 in Times Square](#) campaign in the Print & Out of Home category, and [Strains Madness](#) in the Social Media category.

**420 in Times Square**

To mark the 420 holiday, Weedmaps [look over Times Square](#) to congratulate New Yorkers for legalizing adult-use cannabis and to remind them of the work that still needs to be done. The message ran on digital billboards starting just before 4:20pm, and called attention to those that have been disproportionately affected by the War on Drugs, and the 40,000 people still incarcerated for cannabis offenses.

**Strains Madness**

An ode to March Madness, the Weedmaps social team pitted 32 of the most popular cannabis strains together in a tournament to determine the "Best Strain In The Game." Followers voted for their favorite strain each week through Weedmaps' Instagram stories, and learned about each one on Weedmaps' [Strains platform](#). Want to know which strain beat out the rest? Find out [here](#).

**Clio Cannabis Awards**

The Clio Cannabis Awards, launched in 2019 as an extension of the annual Clio Awards, celebrates the best in cannabis marketing and communications. In 2020, Weedmaps received several Clio Cannabis Bronze awards for Uprooted, a three-part docuseries that shines a light on California's complicated road to legalization.

The 2021 Clio Cannabis Awards Ceremony was broadcasted live on [Social Club TV](#), and the full list of winners was published to their [website](#).