wm technology

Weedmaps wins: 2021 ADCANN Social Good Campaign

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By WM Communications Team

Weedmaps is thrilled to take home this year's ADCANN award for Social Good Campaign of the Year (US).

The ADCANN awards, which recognize the best in cannabis advertising and marketing, honored Weedmaps for its **Times Square advertising campaign** on the 4/20 holiday. Weedmaps took over 1 Times Square Tower around 4:20pm to congratulate New Yorkers for legalizing adult-use cannabis, and to call attention to the progress that still needs to be made. The digital ad reminded onlookers that tens of thousands of people remain in prison for cannabis offenses, and that the fight doesn't stop until no one is incarcerated for cannabis.

ADCANN has also recognized Weedmaps in years prior. In 2020, Weedmaps' **Uprooted** docuseries, a three-part series that shines a light on California's complicated road to legalization, placed second for **Campaign of the Year**. And in 2019, Weedmaps' Museum of Weed won ADCANN's Campaign of the Year.

The full list of this year's winners can be viewed on the **ADCANN website**.