



Weedmaps to Premiere Original Docuseries *Tumbleweeds with Killer Mike* on VICE TV to Celebrate 4/20

April 6, 2022

Famed rapper and activist Killer Mike hosts the four-part docuseries that celebrates the impact and evolution of cannabis culture in Las Vegas, San Francisco, New York, and Chicago



Killer Mike hosts the four-part docuseries that celebrates the impact and evolution of cannabis culture in Las Vegas, San Francisco, New York, and Chicago (Graphic: Business Wire)

IRVINE, Calif.--(BUSINESS WIRE)--Today, WM Technology, Inc. ("WM Technology" or the "Company") (Nasdaq: MAPS) and [Weedmaps](#), the leading online marketplace and premier destination for cannabis consumers, announced the forthcoming premiere of the Company's new, original cannabis-centric docuseries, *Tumbleweeds with Killer Mike*. Hosted by rapper and activist Killer Mike, the series was produced by Wheelhouse DNA and Wheelhouse Labs and distributed through VICE Media Group. The first two episodes of the four-part series will air on VICE TV on April 20 — a day to celebrate the impact and evolution of cannabis culture in America — starting at 10 P.M ET.

A new original series from @weedmaps featuring @KillerMike is premiering this 4/20 on @VICETV! Check out the trailer for "Tumbleweeds with Killer Mike" from @weedmaps: https://youtu.be/L_D0HuJqjenc

Touring four cities that are central to cannabis culture — Las Vegas, San Francisco, New York, and Chicago — Killer Mike brings viewers along as he visits each city to show how the power of entertainment, cannabis, and inclusivity can build community. Throughout the series, Killer Mike will sit down with comedians such as Jocelyn Chia, Napoleon Emil, and Ngaio Bealum, along with American artist and hip hop pioneer, Fab 5 Freddy, and cannabis advocate and Veteran, Cherissa Jackson (who works with [AMVETS](#)). Together they visit cannabis dispensaries including RISE and Stiiizy, restaurants and clothing stores such as Cafe Cannal, Outta Sight Pizza, and Extra Butter to name a few, as the docuseries explores individual stories and experiences first-hand.

Tumbleweeds with Killer Mike challenges existing perceptions of cannabis, further normalizing the industry and showcasing what the plant has done and will continue to do for communities. Each episode will look at the characteristics that define a city's identity, allowing for a better understanding of how cannabis intersects with culture.

"As the original online marketplace for cannabis consumers and businesses, we have always been committed to elevating voices that power the cannabis community, drive social equity, and further legalization," said Juanjo Feijoo, CMO and COO of Weedmaps. "The intersection of comedy, local culture and cannabis is a natural fit as all are driven by shared values of creativity, discovery and connection."

In addition, dropping on 4/20, Weedmaps will offer access to exclusive, bonus content through [its mobile app](#) for the duration of the series. Through this in-app experience, users will be able to learn more about the businesses in each episode, shop for products available in their area, and support AMVETS by making a donation on their site.

"Tumbleweeds has been a fun show to be a part of. Getting a chance to smoke a plant my mom and I love, hang out and laugh with hilarious comedians, all while frequenting local businesses and art installations — you'll never hear me complain about my job!" said Killer Mike, host of *Tumbleweeds with Killer Mike*.

Tumbleweeds with Killer Mike will roll out beginning on 4/20, with the first two episodes featuring Las Vegas and San Francisco, respectively, followed by New York on 5/1, Chicago on 5/8 and a marathon of all four episodes on 5/15. The series will be available via VICE's integrated platforms including [VICE TV](#) and VICE TV streaming apps.

Tumbleweeds with Killer Mike is created in partnership with Weedmaps and Wheelhouse, and produced by Wheelhouse DNA and Wheelhouse Labs. Wheelhouse DNA creates and produces content for platforms from creators across the digital landscape; Wheelhouse Labs is the full-service integrated marketing and creative lab that serves as Weedmaps' Entertainment Marketing AOR.

For more information, please visit www.weedmaps.com.

For more information, please visit www.weedmaps.com or check out the trailer on YouTube [HERE](#)

About WM Technology, Inc.

Founded in 2008, WM Technology operates the leading online cannabis marketplace, Weedmaps, with a comprehensive set of eCommerce and compliance software solutions sold to retailers and brands in the U.S. state-legal and Canadian cannabis markets, WM Business. The Company's mission is to power a transparent and inclusive global cannabis economy.

The Company's technology addresses the challenges facing both consumers seeking to understand cannabis products and businesses who serve cannabis users in compliance with legal regulations. Over the past 13 years, the Weedmaps marketplace has become the premier destination for cannabis consumers to discover and browse information regarding cannabis and cannabis products, permitting product discovery and order-ahead for pickup or delivery by participating retailers. WM Business is a set of eCommerce-enablement tools designed to help cannabis retailers and brands create labor efficiencies and manage compliance needs.

WM Technology holds a strong belief in the power of cannabis and the importance of enabling safe, legal access to consumers worldwide. Since inception, WM Technology has worked tirelessly, not only to become the most comprehensive platform for consumers, but to build the software solutions that power businesses compliantly in the space, to advocate for legalization, social equity, and licensing in many jurisdictions, and to facilitate further learning through partnering with subject matter experts on providing detailed, accurate information about the plant.

Headquartered in Irvine, California, WM Technology supports remote work for all eligible employees. Visit us at www.weedmaps.com.

About Vice Media Group

VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries across the globe with a focus on five key businesses: [VICE.com](#), an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and i-D, a global digital and bimonthly magazine defining fashion and contemporary culture and design.

About Wheelhouse DNA & Wheelhouse Labs

Wheelhouse DNA is a full-service content company that creates and produces content for all platforms from creators across the digital landscape, and manages talent via its management arm, Additive Creative. DNA's projects include *Cookin' with Brooklyn* with Brooklyn Beckham for Facebook Messenger; top-performing podcasts like Audioboom's Streamy-winning *Dark History* with Bailey Sarian; Spotify's *Internet Urban Legends* with Loey Lane and Eleanor Barnes (aka Snitchery), and *Storybooth Daily* with Jordyn Rolling; Alex Warren's *Locked In with Alex Warren*; and Nikita Dragun's live show *Dear Dragun* for Amazon's Amp. Additive's client roster includes Jack Wright, Nicky Champa and Pierre Boo, Jordyn Rolling, Nick Bartels, Cassie Sharp, Sarah and Leah Talabi (aka the Talabi Twins), Bianca Antisera and more.

Wheelhouse Labs is a full-service integrated marketing and creative lab, servicing Wheelhouse's clients, investments, TV and film productions and brand partnerships. Wheelhouse Labs provides full-service support including brand accelerator strategies and development, development, influencer marketing, original content, digital & performance marketing, strategic alliance and partnership development, and licensing. Led by a diverse team of brand, creative and marketing experts positioned at the intersection of brands and culture, Wheelhouse Labs offers direct access to the brightest minds in entertainment, lifestyle, sports, tech and business.

Contacts

Wm Technology, Inc. / Weedmaps

Laura-may Keohane, Senior Manager, Communications
lkeohane@weedmaps.com

VICE Media Group

Kyle Pleva, Global Vice President, Communications
kyle.pleva@vice.com

Wheelhouse Labs

Pilaar Terry, Managing Partner, MC Brand Communications
pilaar@mcbbrandcommunications.com

Wheelhouse DNA

Leslie Oren, Babygrande PR
leslie@babygrandepr.com