

420 Recap: WM original docuseries, "Tumbleweeds with Killer Mike"

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By WM Communications Team

Weedmaps celebrated [420](#) this year with the premiere of our original cannabis-centric docuseries, [Tumbleweeds with Killer Mike](#), which aired on VICE TV.

In the four-part series, created in partnership with Wheelhouse DNA and Wheelhouse Labs, Killer Mike tours different U.S. cities central to cannabis culture — Las Vegas, San Francisco, New York, and Chicago — to show how the power of entertainment, cannabis, and inclusivity can build community. He sits down with comedians and cannabis advocates to discuss their individual stories while exploring cannabis dispensaries, restaurants, and clothing stores. Each episode challenges existing perceptions of cannabis and looks at the characteristics that define a city's identity to examine how cannabis intersects with culture.

"We're thrilled to partner with Killer Mike, Wheelhouse, and VICE TV to create a series that normalizes cannabis, brings the audience into dispensaries, and shares the impact the plant has on individuals and their communities," said Rebecca Larzik, Director of Brand Marketing for Weedmaps. "With this series, we hope to spark important conversations that continue well beyond 420."

This year we're also offering exclusive content available only in the Weedmaps app, including behind-the-scenes clips and shoppable videos. With one click, app users are able to shop brands and products mentioned in the videos in their region.

"Our in-app integration has given us the opportunity to engage with a broader audience of cannabis consumers and shoppers," said Mike Grishaver, SVP of Product for Weedmaps. "We aim to provide our users with an enhanced viewing experience by allowing them to easily discover new brands and easily find relevant products as they enjoy engaging content. We're really proud of the team's innovative approach for this year's 420 celebration"

In addition to bonus content, we've included a link in the app for users to make a donation to our partners at [AMVETS](#), a national organization providing assistance to veterans. Read more about Tumbleweeds in the news — we've been covered by [Adweek](#), [Uproxx](#), [Maxim](#) and more.