



Sept 11, 2023

**\*\* For Immediate Release \*\***

Contact: Angel Abcede  
Publisher, Editor-in-Chief  
420CanNews.com  
angel@kaivalmarketingservices.com

## **Actor Seth Rogen Chosen as Muse for New Cannabis Media Platform**

*420CanNews, a cannabis media platform, features a comedian and celebstoner as defining the news outlet's own brand goals*

**JACKSONVILLE BEACH, Fla., September 11, 2023 (420CanNews)** -- The editorial staff at 420CanNews.com, an upstart cannabis media platform, announced the selection of comedian and actor Seth Rogen as its first “muse” celebstoner, vowing to follow his career and activity in the cannabis industry in upcoming articles and features. Their first profile on Rogen was posted live on September 11, 2023.

The feature article described Rogen’s personality and business brand as “goofy” and “laughter-laced” but grounded in knowledge and confidence of 420 lifestyles, as most cannabis media platforms would agree.

“As we forge our mission in the media world, the idea of assisting cannabis users from a past of stigma to a new day of self-respect and responsibility has driven us from the start,” said Angel Abcede, publisher and editor-in-chief of the fledgling cannabis media instant pot news resource. “Seth Rogen and Evan Goldberg, his writing partner, represent much of that same drive.”



As part of its editorial vision, the staff intends to identify individuals who personify a proud, unabashed 420 lifestyle and spotlight their personal and professional achievements to inspire enthusiasts in their journeys to cannabis legitimacy.

After years of illegality and stigma, the marijuana business has evolved into a culture of users waiting to take their passion out from the shadows, say founders of the Jacksonville, Fla.-based media platform. For those cannabis enthusiasts, 420CanNews.com launched this past June into the marijuana news-aggregation business, focusing on validating a 420 lifestyle with upbeat news and curating all things funny, compelling, and life-affirming about Mary Jane.

The website 420CanNews.com will track how cannabis is permeating the lifestyles of more Americans for recreational and medical use. With the growing public acceptance, the editorial priority will be levity, acceptance, and confidence.

“As more states legalize marijuana, its users need an onramp from a secretive lifestyle to one that welcomes the light,” said Russell Quick, founder of the website. “While we bring the instant pot news, we’ll also be celebrating and affirming this growing lifestyle—one that’s as colorful and diverse as any in today’s America.”

Feature segments will focus on culture, beauty, and community events, regulatory, financial, and political news. Currently, most cannabis media reports that marijuana is a \$16.7 billion business with a compound annual growth rate (CAGR) of 25.4%, according to Grand View Research. By 2030, it will be a \$72 billion business. The Centers for Disease Control and Prevention (CDC) even says that marijuana is the most commonly used federally illegal drug in the United States, with 48.2 million people, or about 18% of Americans, having used it at least once in 2019.



As of April 24, 2023, 38 states, three territories, and the District of Columbia allow the medical use of cannabis products. Twenty-two states, two territories, and the District of Columbia have enacted measures to regulate cannabis for adult non-medical use.

“We know that news platformers servicing the marijuana industry are numerous, but we believe we’re developing a ‘secret sauce’ that will lure a high percentage of readers to our special take on content,” Abcede said. “And it’s a formula the advertisers will soon want to be a part of.”

## History Behind 420CanNews.com

Founded by two convenience-retail business veterans, Russell Quick and Angel Abcede, have long understood the distribution chain and the importance of cannabis media platforms to connect consumers with the products they need. They designed 420CanNews to be a conduit between product and consumer, allowing for the necessary business partnerships to initiate and thrive.

For more information, visit [420CanNews.com](https://www.420cannews.com).