

April 12, 2007



High Times High Holiday Approaches!

The 411 On 420

NEW YORK, April 12 /PRNewswire/ -- April 20th has long been the High Holiday for marijuana smokers and this year will be no exception. As the concept of 4/20 spreads throughout the nation, more and more of the twenty-five million U.S. marijuana smokers are choosing April 20 to celebrate stoner culture or fight for marijuana law reform. Whether you want to change the world or simply chill out and enjoy a stoner friendly vibe, April 20, 2007 will have something for every smoker. High Times can help you put your coverage of the 420 phenomenon in context.

420 - A Brief History

The term '420,' once shrouded in mystery, began as a code for marijuana among a group of students known as 'The Waldos' at San Rafael High School in Marin County, California. Throughout the 70s and 80s the term spread through the relentless touring phenomenon that was the Grateful Dead. All the while, The Waldos held small ceremonies on April 20th at Mt. Tam in Marin.

When a flier urging participation in cannabis ceremonies on April 20th appeared at HIGH TIMES headquarters in 1990, the magazine began promoting the code. Since then 4:20pm has become the peak ceremonial moment for all HIGH TIMES events and April 20th has become the official cannabis holiday, recognized the world over as THE date to celebrate the sacred herb.

To launch the 2007 festivities HIGH TIMES will hold a press conference at the magazine's Park Avenue headquarters at High Noon on April 18. Miss HIGH TIMES 2007, Sara Newton, will be on hand as well as representatives from the National Organization for the Reform of Marijuana Laws and, of course, the editors and writers who produce the world's most notorious magazine.

The annual 420 POTcast and a trailer for the new HIGH TIMES reality show HIGH TIMES: The Office will be screened. A comprehensive list of 4/20 celebrations and activist events throughout the country will be announced. Milk and brownies will be served.

Where: HIGH TIMES, 419 Park Avenue South, 16th floor, New York, NY

When: April 18, 2007 High Noon

RSVP: (212) 387-0500 ex 227 or rcusick@hightimes.com

On April 20th HIGH TIMES editors will be available for interview on broadcast media throughout the day.

For more information or to schedule an interview contact: Richard Cusick at the above

number.

SOURCE High Times