



FOR IMMEDIATE RELEASE

Blanche-Wesley Media Group Launches Puff Social on 4/20 — A Bold New Social Platform Redefining Cannabis Culture

Chicago, IL. — April 20, 2026 — Puff Social, LLC, a subsidiary of the **Blanche-Wesley Media Group**, is proud to announce the official beta launch of its next-generation social networking platform on April 20th. Designed to redefine the future of cannabis culture, Puff Social offers a centralized ecosystem that seamlessly blends **social networking, dating, community building, and market intelligence for the average consumer.**

The launch arrives at a pivotal moment. With the U.S. cannabis market projected to surpass \$50 billion in the coming years and tens of millions of Americans identifying as regular consumers, the community has long lacked a dedicated, stigma-free social platform to call home. Puff Social fills that void with a thriving social network built for sparking authentic relationships, genuine active community, and at the heart of it all, zero judgment.

"Puff Social is more than an app, it is a home for the millions of people who live, breathe, and believe in the cannabis lifestyle." says Mark Grady, Founder and President of Puff Social, LLC. "We're not just building a platform. We're bridging the culture."

At its core, Puff Social is designed around three pillars: community, discovery, and intelligence. Users can swipe through a curated social feed, join and create community groups to forge genuine connections and relationships; explore an interactive dispensary maps feature where community-powered reviews hold businesses accountable and elevate quality across the market; and access a dynamic cannabis news hub that delivers real-time industry coverage from legislation and science to business and lifestyle.

"Our goal is to define the future of cannabis culture by creating a lifestyle experience that goes beyond a simple transaction," said Silas Jefferson, CEO of Puff Social. "Puff Social is where the culture gets its own platform and its own voice."

The beta launch opens for public access on **April 20th**, following an exclusive pre-launch beginning April 18th. Early access sign-ups are now live at www.puffsocialapp.com and follow Puff Social on all major platforms @Puffsocialapp.



To celebrate the launch, **Blanche-Wesley Media Group** will host a launch party for the Puff Social App, on April 18th from 3-6pm. The event will bring together cannabis advocates, industry leaders, media, and the broader community for an evening of culture, conversation, and connection. For event details and RSVP information, contact info@puffsocialapp.com.

About Puff Social: Puff Social is a Chicago based, next-generation social networking platform where the cannabis community comes alive. Whether searching for your next connection, your next dispensary, or your next deep dive into the industry reshaping modern wellness, Puff Social puts it all in your pocket. This is cannabis culture, connected. Operated by the **Blanche-Wesley Media Group**, the app connects users through dating, discovery tools, and curated content, providing a centralized hub for the modern cannabis enthusiast.

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