

PRESS RELEASE

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CANNABIS INDUSTRY TESTS TV SERIES WATERS
Denver-Made Mile High Chronicles Release Date: October 7



Dank "Budtender Bernie" returns a customer's sunglasses outside the Park Hill dispensary in Mile High Chronicles. (WebTV)

[Mile High Chronicles](#), shot entirely in Colorado using "locally sourced" actors and crew, adds a new twist to the recent proliferation of web series: **cannabis industry sponsors**.

"We're hopeful that if we can generate a big enough viewership," said producer Clovis Dimulu, "these companies will double down and support other local filmmakers, and hopefully a second season."

Season one, subtitled "**How 2 Find Buds U Can Trust**," follows Kassandra, a recent immigrant to the Mile High City. Stuck driving for "Dryft" after being conned out of a computer programming job, Kassandra meets a series of colorful local characters - and their favorite marijuana products - from [Dank](#), [Dixie](#), [Evolab](#) and [Sweetgrass Kitchen](#).

Park Hill's Dank dispensary was the first company to sign on. Owner Jay Griffin says he likes how season one turned out, and is eager to see the series embraced locally, as well as beyond Colorado's borders. "It's so refreshing to see our products normalized. Coloradans know what legal cannabis looks like, the sky isn't falling," says Griffin. "This series sheds some light on that, which will be important as other states and countries look more closely at their own policies against the plant."

"We loved seeing the portrayal of Denver and its colorful characters represented in this series," said Jesse Burns, Sweet Grass Kitchen's marketing director. "It really opens the door for unique product partnerships in the future and we are excited for what's to come."

(more)

Sponsors received co-presenting credit before the show-open, and naturally, product placements within episodes. Dimulu says the placements are part tongue-in-cheek, designed to remind viewers how TV shows double as marketing platforms. “The scripts were written with the products in mind, and actually help advance the plot and reinforce some of the series’ themes,” explains Dimulu.

Episode two features a **Dank** coffee mug sipped by Cassandra, the series’ protagonist, and a struggling shop-owner enjoying pickled okra infused with **Dixie’s Ginger-Mango Dew Drops**. In episode three, local music sensation Billie Seven is given a **Sweetgrass chocolate chip cookie** for inspiration. In episode six, Dank staffer “Budtender Bernie” provides excellent customer service by returning a customer’s sunglasses before he’s whisked away in a Dryft.

MHC will be available to 21+ starting October 7 [online here](#).

Links:

MHC website - www.MileHighChronicles.weebly.com

Trailer - <https://www.youtube.com/watch?v=iKTDu312nrs&feature=youtu.be>



[Mile High Chronicles](#) producer Clovis Dimulu (left), with episode 2 director Stephanie Daniel (right) on location at the 715 Club in Denver's Five Points neighborhood. (WebTV)



Julia Fournier stars as “Kassandra” in the WebTV series [Mile High Chronicles](#), set for release on Oct. 7th. (WebTV)