

Celebrities 'light up' for 'Weed Day'

As more countries across the globe begin to relax marijuana laws prohibiting the smoking of the substance, marijuana smokers across the world lit up their chalices in commemoration of 'Weed Day', more popularly known as 4/20.

Wednesday marked a special day in marijuana history as there were several events held locally and internationally to mark the annual 4/20 celebrations. From as early as noon yesterday, celebrities around the world took to social media to begin the festivities and spread the word to get the momentum going. Snoop Lion, Wiz Khalifa, and Rihanna were among the international celebrities who made posts to their Instagram pages 'lighting up' the weed. On the local circuit, artistes such as Jesse Royal, Inner Circle, and Raging Fyah also endorsed the annual 'holiday'. Social media app SnapChat also got in on the action by releasing a Bob Marley filter yesterday morning in an observation of the 4/20 celebrations. Though the 4/20 celebrations seemed to have started over the last decade or so with the relaxation of marijuana laws across the globe, allowing festivities to become more mainstream, several articles posted yesterday highlighted the fact that the day has been observed as 'Weed Day' since the 1970s. **HIGH-SCHOOL RITUAL** According to Vox.com, Steven Hager, a former editor of the marijuana-focused news outlet High Times, told the New York Times that the holiday came out of a ritual started by a group of high-school students in the 1970s. Hager explained that a group of Californian teenagers ritualistically smoked marijuana every day at 4:20 p.m. The ritual spread, and soon 4/20 became the code for smoking marijuana. Eventually, 4/20 was converted into 4/20 for calendar purposes, and the day of celebration was born. One other common belief is that 4/20 was the California police or penal code for marijuana and smokers would use the code whenever they were about to light up, but there's no evidence to support those claims. As support for the decriminalisation of marijuana grows globally, several businesses have emerged with marijuana-based products as their main sellers. As a result, many businesses are today looking to capitalise on the 4/20 'holiday' and its benefits.