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## **Smoke Signal teams up with Greenleaf Wellness Solutions for a discount...for you!**

At The Smoke Signal, we work hard to tell the stories of the people & businesses who make NJ cannabis great, but we never want to forget the readers who make this thing possible! We've teamed up with **Greenleaf Wellness Solutions** in Williamstown to offer you **30% off storewide for all of May 2026 with code "Smoke30"**! They're also still participating in our promo for Hugh Douglas & Co products from last month's issue!

Scan the QR code above, and get your goodies with a reader-exclusive discount!

### **Spot That Spot!**

Are you a Jersey expert? A lifelong wooder ice-eating shoobie-hating Jersey lover? Then you'll definitely know this landmark, and email your answer to [smokesignalnj@gmail.com](mailto:smokesignalnj@gmail.com). Do it. You won't.



FREE!

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FREE!

# **THE SMOKE SIGNAL**

THE GARDEN STATE'S FIRST & ONLY CANNABIS PRINT MAGAZINE

Volume 2, Issue 5

"PEOPLE OVER PROFIT"

May 2026

How  **greenleaf**  
WELLNESS SOLUTIONS

# Got The Green Light



THE 5 YEAR JOURNEY THAT TURNED A FORGOTTEN PROPERTY INTO A NEW ECONOMIC FORCE FOR LOCAL CANNABIS

# WELCOME TO THE SMOKE SIGNAL

The Smoke Signal is an independently-owned & produced monthly magazine, highlighting the best of South Jersey cannabis culture! We celebrate weed, local arts & culture, and the small businesses that make South Jersey special!

Time is the most important thing we have as human beings, and we are so honored and grateful that you've chosen to take a little bit of yours to read this publication!

You can show your support for The Smoke Signal directly by supporting & buying from the small businesses, dispensaries, and cannabis brands you see in our pages! **Every purchase, mention and repost counts!**

Visit our website for more information, discounts, and deals!



Founder/Editor Dan Coyle

Graphic Design Krista Sand

Print Shop Pirolli Printing Co.

## May 2026 issue: What's in it?

We take you inside the story of **Greenleaf Wellness Solutions** and their rise to lead a new cannabis hotspot in Williamstown!

**Who is Rick Simpson?** We examine the man behind the oil, the creator of RSO!


**Smoke Signal Distance Record:** We have a new record holder in town!

**The Perfect Date:** Everything you need to know to impress your boo for a day in Sewell & Turnersville!



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“Before you criticize someone,  
walk a mile in their shoes.  
That way when you criticize  
them, you are a mile away, and  
you have their shoes”

-Jack Handey





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## Smoke Signal Distance Record

Rich Greene recently took his copy of the Smoke Signal all the way to Albuquerque, New Mexico, and is now crowned the TSS Distance Record Holder with 1,948 miles!



Can you beat the record? Take your copy further than 1,948 miles away from NJ, and email proof to [smokesignalnj@gmail.com](mailto:smokesignalnj@gmail.com)!

## Community Calendar

**May 2<sup>nd</sup> - The Art of Papermaking (Kings Court in Haddonfield)** - Enjoy a live demonstration, and then get your hands dirty making your own paper to take home! Free Event!

**May 9<sup>th</sup> & 10<sup>th</sup> - Jersey Cape Sea Glass & Coastal Arts Festival (Cape May)** - Music, Food Trucks, Kids events, Lectures from authors & collectors and 50+ vendors showcasing their art! \$12 for one day, \$20 for both!

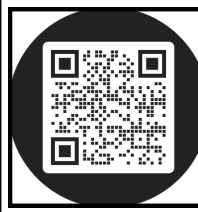
**May 22<sup>nd</sup> - 25<sup>th</sup> - Wildwoods International Kite Festival (Wildwood Convention Center beach)** - Who doesn't love a free kite festival on the beach? "Wild Wild Wood Days...."

**May 17<sup>th</sup> - Handmade Hangout (Voorhees Library)** - An adults only hangout for makers & crafters to work on projects & socialize! FREE!

**May 8<sup>th</sup> to 24<sup>th</sup> - Chicken & Biscuits (South Camden Theatre in Camden)** - Damien J Wallace directs this play about the chaos of family & finding joy in those relationships you can't choose. Tickets available online!

**May 12<sup>th</sup> - Author Talk with Dr. Vivienne Ming (virtual)** - Enjoy this discussion with the author of "How to Robot-Proof Your Kids (& Yourself)", a book about parenting and maintaining sanity in the age of AI! Associated with the Burlington County Library.

**ADVERTISE WITH US!** 26 Dispensary Partner locations in South Jersey!



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**"Instructions for living a life:  
Pay Attention.  
Be Astonished.  
Tell about it."  
-Mary Oliver**

Today, this oil is available in markets around the world, helping patients of all stripes, and its here in NJ, made by NJ manufacturers, known as RSO! Rick had a stroke in 2018, and is now living in Europe, and you can use this QR code to the right to donate to his care!



## Who is Rick Simpson, the creator of RSO?



In 1997, Rick Simpson was an engineer in Canada who had a workplace accident, removing asbestos from a hospital. That accident left him with a Traumatic Brain Injury & Tinnitus. He found no help in traditional pharmaceuticals, so he began investigating cannabis as a way to manage pain. He watched a documentary on medical marijuana and its benefits, and began growing at home. He extracted the cannabinoids from his homegrown stash, and he saw that ingesting a small amount of the oil he created from that process gave him more relief and clarity than any prescription! When he was diagnosed with basal cell carcinoma in 2003, he was able to further test his oil in the treatment of pain associated with cancer.

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## The Perfect Date: Walking & Coffee in Turnersville/Sewell

Hit up **Sweet Talk Cafe** for a coffee with your boo! If you're there on a weekend, they have cinnamon buns!

Take a stroll in **Washington Lake Park!**

Now that you've worked up an appetite, go to **Terra Nova** for lunch! I recommend a very tasty sandwich called "The Italian Market"!

Make your visit to **Midnight Greens** for a lil nightcap! I recommend a Lemon Haze Infused Pre-Roll from TWAX!

# Greenleaf Wellness Solutions plants their flag in a newly emerging hub for cannabis:

**Williamstown, NJ** By Dan Coyle, Founder & Editor

4 South Black Horse Pike in Williamstown used to be a used car dealership. Before that, it was an auto shop specializing in front end work. Like a lot of rural corners in South Jersey, the property struggled to stay in business. For most of the last 10 years, the corner remained unoccupied. Then, **Greenleaf Wellness Solutions** opened their doors this spring, and quickly became a local leader in the cannabis revitalization of the Black Horse Pike corridor.



4 South Black Horse Pike in 2018

Accessibility to dispensaries in a rural town such as Williamstown means increased tax revenue, new employment, and an indirect economic boom for the existing small businesses who are close by.

Greenleaf's recent grand opening was the culmination of 5 years of work in applications, planning, picking a property, zoning board meetings, approvals, construction of a new building on the lot from scratch, establishing vendor & brand relationships, and hiring staff & security! Getting through all that is a huge headache for any store, but the team behind Greenleaf started as childhood friends, so they had a solid foundation that allowed them to be persistent & patient during the process.



The team at Greenleaf is focused on cannabis as plant wellness, and carefully curates their product lineup for quality & terpene profile. Their friendly & informative staff makes this shop feel like a well-oiled machine that's been open for years. Since we are in Jersey, I should also note that the jughandle & easy parking lot design make this a shop that's a breeze to get in and out of. It's fully ADA accessible as well!

(CONTINUED ON THE BACK PAGE)

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There are 18 medical conditions that make a person eligible for the NJ Medical Cannabis Program including: Anxiety, MS, Cancer, HIV/AIDS, PTSD, & Sickle Cell Anemia! If you need help with the NJ medical cannabis process, **Call MediCalm!**

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**Hugh Douglas And Company**

Last month, Philadelphia Eagles legend Hugh Douglas teamed up with The Smoke Signal to offer you reader exclusive deals on Hugh Douglas & Company products across South Jersey! All store promotions continue into May, ending on May 31st!

**Go get that gas!**  
The full list of discounts and coupon codes is available when you scan the attached QR code!

# The One Hitter - News in Cannabis

NJ's Economic Development Authority has launched the \$15 million LEAF loan program for small business in the cannabis industry that are licensed as cultivators or manufacturers. Expansion just got a little easier for all the mom & pops in NJ Cannabis! Bong rips all around!

The US Federal Govt has moved medical cannabis to Schedule III instead of Schedule I. This will allow cannabis businesses to get tax relief, and will expand federal research on the plant, but for consumers in NJ, this means....not much at all! Keep smokin' and donate to the Last Prisoner Project!

Congrats to our friends at ButACake, who launched the first cannabis beverage in NJ dispensaries last month! ButACake is a black woman owned venture out of North Jersey and we are so excited for what they're building in the Garden State! Available now at a dispensary near you!

A Toms River man was arrested recently for operating a cannabis vending machine scheme, with 80 locations across the state. Follow your dreams, but not if your dreams will land you in prison for decades!

## Doodle Zone

Draw your Dream Blunt Rotation!  
Send Your Art to [smokesignalnj@gmail.com](mailto:smokesignalnj@gmail.com)

# SPACE AVAILABLE

## Lesser Known Holidays in May

May 3<sup>rd</sup> - National Garden Meditation Day - Get outside and add some gardening to your garden meditation!

May 5<sup>th</sup> - National Devin Day - Whether you know a Devin, Devon, Devynne, DeVon, give them a hug or send some flowers! It's the right thing to do!

May 14<sup>th</sup> - Paraguay Independence Day - On this day in 1811, the people of Paraguay gained independence after 300 years of Spanish rule. **Se armó un guarara**, for a while, but now Paraguay is one of the safest countries in South America!



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**-Lucille Ball**



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