

A portrait of Maggie Tammo, a woman with long brown hair, smiling. She is wearing a black blazer over a black top, a silver chain necklace with a heart-shaped pendant, and a watch on her left wrist. The background is a dark grey.

# MAGGIE TAMO

CANNABIS ACCESSORY BRAND  
FEMALE FOUNDER | LGBTQ | MOM | CANCER SURVIVOR



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[WWW.CLUBFOUR20.CA](http://WWW.CLUBFOUR20.CA)  
TORONTO, CANADA  
2020 MEDIA KIT



# Meet Maggie

*" You never know how strong you are, until being strong is the only choice you have. "*

Maggie Tamo had just celebrated her 35th birthday, however, that enjoyment of hitting a milestone was short lived by the discovery of Stage 3 Brain Cancer. Her world had come to a standstill, and would be forever changed. She was left with the only choice, to fight it and beat it.

In 2011, doctors had successfully removed 95% of the cancer and halfway through her chemotherapy treatment, she noticed her lymph nodes were swollen. After a trip to the doctor and multiple tests later, she was diagnosed with Papillary Thyroid Cancer. So in 2012, she had to stop her chemo, to gain the strength to undergo surgery, yet again.

After another successful surgery, chemo once again started and Maggie turned to cannabis as a holistic approach to treating and alleviate her battle with cancer.

Now with her cannabis in hand and with overwhelming amount of information and opinions online, Maggie felt intimidated and had no clear direction of what to do with her cannabis. If she felt this way, surely many others felt this way as well. Thus, Club Four20 was founded for this fundamental reason, of helping people navigate the world of cannabis through simplification.

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 [www.clubfour20.ca](http://www.clubfour20.ca)

 [@clubfour20](https://www.instagram.com/clubfour20)

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## - Q & A WITH MAGGIE - THE ENTREPRENEUR -

**What drove you to found a high-end cannabis accessory brand?**

I was diagnosed with Brain Cancer November 2011 and then Thyroid Cancer July 2012. After surgery and chemo, the remaining 5 percent of Brain Cancer started to grow back. My doctors gave me the option to start chemotherapy or wait three months to measure the change in growth. I thought this would be an excellent time to try a more holistic natural approach to treat my cancer. There was a lot of talk surrounding cannabis and Cancer and I wanted to give it a try. It was through my experience that Club Four20 was founded with the fundamental goal to help people understand their cannabis journey through simplification. I want to help people navigate through the overwhelming and somewhat confusing world of cannabis so they can successfully "try that new thing" and introduce a new experience to their life that has a positive impact.

**What were the best and worst surprises from the company's early days?**

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**Do you think the cannabis industry is attracting more female entrepreneurs?**

In the past, this industry has been very male-dominated, but that has changed in recent years attracting more women to the industry. I think the awareness on social media has made it a lot easier for people to share their stories and change the perception of women and cannabis. What I love about women in cannabis is that we are super creative and sensitive. We bring a different outlook and have our own flare on things from what we are used to seeing in the past - when men mostly lead it. We used to associate the industry to rastas, skaters, skulls and crossbones wearing. Now, we see a softer touch, more colour, branding and more options for women.

**How has your background in sales helped you in this industry?**

I've traveled the world and have had many conversations with strangers, which has helped me to gain a lot of perspective. I listen to what the customer needs and wants are on a daily and personal basis. This allows me to easily navigate conversations with people and build lasting relationships. It's a matter of educating and relating to people's needs and working tirelessly in achieving the outcomes they want. For years, I've also worked and thrived in male-dominated industries, I achieved this by pushing myself to be the best, and then better.



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## - Q & A WITH MAGGIE - THE PERSON -

**How was your journey on coming out of as gay vs a cannabis user? Any similarities and differences?**

The LGBTQ community has made great strides over the past years, although there is still a lot of work to do. The acceptance of same sex marriages and equal rights for LGBTQ communities has come a long way and I'm proud of the accomplishments thus far. Mind you, there are still countries around that world where being gay is illegal, similar to the use of cannabis being illegal. My experience in coming out to my mom was the same when I told her I was a cannabis user. My mom is traditional and buckets cannabis with heroin. She was equally traumatized by both and went through the phases of shock and anger and then eventually coming around. I am grateful to have a support system that accepts me for who I am. The ramifications of being opening gay isn't the same as being a cannabis user, however, the transition is similar in that people were afraid to come out with about their sexuality and felt they had to hide it, but now that more people are embracing the LGBTQ community, people are accepting freedom in their own skin. My advice is get out of your head, be who you are without the shame and shyness. The more you talk about your truth, the more of your insecurities and fear diminishes.

**Do you think the cannabis industry is doing a good job educating new consumers?**

I think it's overwhelming to many new consumers - it's like drinking from a firehouse, there's a lot of information coming out! I'm happy there is a lot more resources and support from the cannabis industry, but sometimes too much information can be the opposite of educating. We live in an age where people have questions and they want the answers right away. New users are finding it harder to sort through online resources and figure out what's relevant to them and their experiences. Everyone's cannabis experience is different, some react differently to different types of cannabis or how they consume it. Variables in DNA and products can impact the outcome of your cannabis experience. I believe in trial and error, find out what works for you by taking baby steps, and staying informed.

**As a parent, how are you having conversations around cannabis with your son?**

Since becoming legal in Canada, there's been an increase in visibility, I've been seeing it everywhere - online and offline. Although it's an industry that is a part of my day-to-day life, I feel like it's an important conversation to have with your kids. I approach the topic of cannabis like how I approach the topic of alcohol. Conversations about responsibility, the effects, the impact it has and why people use it - basically everything about it! My advice is to start having the age appropriate conversations with your children and cater to their age and what they can understand and process at their stage in life - and you should be informed as well.



**"I AM  
GRATEFUL TO  
HAVE A  
SUPPORT  
SYSTEM THAT  
ACCEPTS ME  
FOR WHO I AM"**



**LETS CONNECT**

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