STATE OF NEW YORK

10435

IN ASSEMBLY

May 24, 2024

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Stirpe) -- read once and referred to the Committee on Economic Development

AN ACT to amend the cannabis law, in relation to rules and regulations for advertising and marketing of cannabis

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Section 86 of the cannabis law is amended by adding a new subdivision 4-a to read as follows:

4-a. The board shall promulgate rules and regulations for advertising and marketing that allow for:

(a) Signage on the exterior walls or windows of licensed retail dispensaries;

(b) Signage on the property immediately attached to or in front of the licensed retail dispensary;

(c) Signage in languages other than English;

(d) Transparent window tinting;

(e) Lighting in colors other than white;

(f) The use of loyalty programs by licensed retail dispensaries; and

(g) Distribution of flyers by employees of the licensed retail dispensary on property immediately attached to or in front of the licensed retail dispensary.

§ 2. This act shall take effect immediately.

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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