STATE OF NEW YORK

6142

2025-2026 Regular Sessions

IN SENATE

March 5, 2025

Introduced by Sen. PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to billboards advertising alcoholic beverages

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

Section 1. The general business law is amended by adding a new section 397-c to read as follows:

§ 397-c. Billboards advertising alcoholic beverages. No billboard advertising any alcoholic beverage shall be erected or maintained within one thousand feet of (1) any public or private elementary or secondary school or (2) any playground adjacent to or within one thousand feet of any private or public elementary or secondary school. For purposes of this section, the term "billboard" shall include any billboard, sign, notice, poster, display or other stationary device intended to attract or which does attract the attention of operators of motor vehicles or pedestrians.

§ 2. This act shall take effect one year after the date on which it shall have become a law.

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

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