

HB4889



101ST GENERAL ASSEMBLY

State of Illinois

2019 and 2020

HB4889

Introduced 2/18/2020, by Rep. Michael J. Zalewski

SYNOPSIS AS INTRODUCED:

410 ILCS 705/55-20

Amends the Cannabis Regulation and Tax Act. Provides that specified provisions prohibiting advertisement of cannabis or cannabis-infused products do not apply to newspapers.

LRB101 20587 CPF 70214 b

A BILL FOR

1 AN ACT concerning health.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Cannabis Regulation and Tax Act is amended
5 by changing Section 55-20 as follows:

6 (410 ILCS 705/55-20)

7 Sec. 55-20. Advertising and promotions.

8 (a) No cannabis business establishment nor any other person
9 or entity shall engage in advertising that contains any
10 statement or illustration that:

11 (1) is false or misleading;

12 (2) promotes overconsumption of cannabis or cannabis
13 products;

14 (3) depicts the actual consumption of cannabis or
15 cannabis products;

16 (4) depicts a person under 21 years of age consuming
17 cannabis;

18 (5) makes any health, medicinal, or therapeutic claims
19 about cannabis or cannabis-infused products;

20 (6) includes the image of a cannabis leaf or bud; or

21 (7) includes any image designed or likely to appeal to
22 minors, including cartoons, toys, animals, or children, or
23 any other likeness to images, characters, or phrases that

1 is designed in any manner to be appealing to or encourage
2 consumption by persons under 21 years of age.

3 (b) No cannabis business establishment nor any other person
4 or entity shall place or maintain, or cause to be placed or
5 maintained, an advertisement of cannabis or a cannabis-infused
6 product in any form or through any medium:

7 (1) within 1,000 feet of the perimeter of school
8 grounds, a playground, a recreation center or facility, a
9 child care center, a public park or public library, or a
10 game arcade to which admission is not restricted to persons
11 21 years of age or older;

12 (2) on or in a public transit vehicle or public transit
13 shelter;

14 (3) on or in publicly owned or publicly operated
15 property; or

16 (4) that contains information that:

17 (A) is false or misleading;

18 (B) promotes excessive consumption;

19 (C) depicts a person under 21 years of age
20 consuming cannabis;

21 (D) includes the image of a cannabis leaf; or

22 (E) includes any image designed or likely to appeal
23 to minors, including cartoons, toys, animals, or
24 children, or any other likeness to images, characters,
25 or phrases that are popularly used to advertise to
26 children, or any imitation of candy packaging or

1 labeling, or that promotes consumption of cannabis.

2 Paragraphs (1), (2), and (3) of this subsection (b) do not
3 apply to a newspaper, as defined in Section 5 of the Notice By
4 Publication Act.

5 (c) Subsections (a) and (b) do not apply to an educational
6 message.

7 (d) Sales promotions. No cannabis business establishment
8 nor any other person or entity may encourage the sale of
9 cannabis or cannabis products by giving away cannabis or
10 cannabis products, by conducting games or competitions related
11 to the consumption of cannabis or cannabis products, or by
12 providing promotional materials or activities of a manner or
13 type that would be appealing to children.

14 (Source: P.A. 101-27, eff. 6-25-19; 101-593, eff. 12-4-19.)