

**HOUSE . . . . . No.**

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**The Commonwealth of Massachusetts**

PRESENTED BY:

*Manny Cruz*

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to modernize cannabis retail operations.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Manny Cruz</i>	<i>7th Essex</i>	<i>1/17/2025</i>

**HOUSE . . . . . No.**

[Pin Slip]

**The Commonwealth of Massachusetts**

**In the One Hundred and Ninety-Fourth General Court  
(2025-2026)**

An Act to modernize cannabis retail operations.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 SECTION 1. Section 4 of chapter 94G subsection (a1/2)(xxix), as so appearing, is hereby  
2 amended by inserting in subsection (a1/2)(xxix)(6) after the word “marijuana” the following  
3 words:-

4 provided that the commission shall not prohibit advertising, marketing and branding of  
5 sales, discounts, and customer loyalty programs within a Marijuana Establishment, through a  
6 Delivery service, on an internet website maintained by a Marijuana Establishment, or through an  
7 opt-in email marketing campaign; SECTION 2. The commission shall promulgate or amend  
8 regulations as necessary to be consistent with Section 1 not later than 365 days from the effective  
9 date of this act.