

# SENATE . . . . . No. 81

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## The Commonwealth of Massachusetts

PRESENTED BY:

***Dylan A. Fernandes***

*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:	
<i>Dylan A. Fernandes</i>	<i>Plymouth and Barnstable</i>	
<i>James B. Eldridge</i>	<i>Middlesex and Worcester</i>	<i>7/29/2025</i>

# SENATE . . . . . No. 81

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By Mr. Fernandes, a petition (accompanied by bill, Senate, No. 81) of Dylan A. Fernandes for legislation to modernize cannabis retail operations through advertising. Cannabis Policy.

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## The Commonwealth of Massachusetts

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In the One Hundred and Ninety-Fourth General Court  
(2025-2026)  
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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  
2 hereby amended by inserting in subsection (a1/2)(xxix)(6) after the word “marijuana” the  
3 following 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;

8           SECTION 2. The commission shall promulgate or amend regulations as necessary to be  
9 consistent with Section 1 not later than 365 days from the effective date of this act.