

**JOINT COMMITTEE ON CANNABIS POLICY  
2025-2026 (194<sup>th</sup>) BILL SUMMARY**

**Bill Number:** H.187

**Title:** An Act relative to cannabis marketing

**Sponsor(s):** Rep. Marcus S. Vaughn (Wrentham)

**Hearing Date:** July 22, 2025

**Reporting Deadline:** September 20, 2025

**Prior History:** 2023-24 (H.3750): Ordered to a House Study

**Similar Matters:** None

**CURRENT LAW:**

Subsection (a1/2)(xxix) of Section 4 of Chapter 94G of the Massachusetts General Laws requires the Cannabis Control Commission (CCC) to promulgate advertising regulations. At minimum, those regulations must include restrictions enumerated in said subsection (a1/2)(xxix), including item (2) which requires a prohibition of advertising “by means of television, radio, internet, billboard or print publication unless at least 85 per cent of the audience is reasonably expected to be 21 years of age or older, as determined by reliable, up-to-date audience composition data[.]”

**SUMMARY:**

This bill would amend Subsection (a1/2)(xxix) of Section 4 of Chapter 94G to increase the percentage of the audience is reasonably expected to be 21 years of age or older from 85% to 90%.