



California Chapter of the National Organization for the Reform of Marijuana Laws

April 6, 2021

Asm. Bill Quirk
State Capitol
Sacramento CA 95814

Re: Cal NORML Support for AB 1302 – Cannabis Billboard Advertising

Dear Asm. Quirk:

Cal NORML wishes to express our strong support for AB 1302, to permit billboard advertising by cannabis businesses on state highways except within 15 miles of the state border. This is how AUMA (Prop. 64) was originally interpreted by the Bureau of Cannabis Control prior to a recent San Luis Obispo court ruling that cannabis billboards are illegal everywhere along state highways.

Billboards provide useful information to consumers in search of legal cannabis outlets. Unfortunately, legal dispensaries are lacking in many communities along great stretches of state highways and interstates, so billboards are helpful in locating the few that can be found. On-line internet guides are unreliable, since they all too frequently list illicit, unlicensed outlets. Furthermore, many licensed dispensaries are located on state highways, and should by no means be forbidden to advertise their presence there.

No other legal product is subject to a similar highway billboard ban. Alcohol, gambling, adult entertainment, gun and ammunition stores – all post billboards on California state highways. The sole exception is tobacco, the manufacturers of which have agreed to desist from advertising as part of the tobacco settlement lawsuit. Cannabis is not part of a product liability suit, does not pose the same health risks as tobacco, has genuine health benefits for many, and can't be sold to persons under the age of 21 in any case.

Cannabis should rightly be treated like other legal products. Other neighboring states, including Oregon and Nevada, permit cannabis billboard advertising. We urge the legislature to do likewise by approving AB 1302 and restoring the original terms for cannabis billboard advertising as determined by the BCC.

Sincerely,

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LA Office: (310) 652-8654

A handwritten signature in black ink, appearing to read "Dale Gieringer". The signature is stylized and cursive.

Dale Gieringer, Ph.D.
Director, Cal NORML
Co-author, Prop. 215
(510) 540-1066 – dale@canorml.org