



April 1, 2026

The Honorable Delegate Kriselda Valderrama  
Chair, House Economic Matters Committee  
231 House Office Building  
Annapolis, Maryland 21401

**SB0594 – Cannabis – Advertising – Alterations**  
*FAVORABLE WITH AMENDMENTS*

Chair Valderrama, Vice Chair Charkoudian, and Members of the House Economic Matters Committee:

I am writing on behalf of the Maryland Cannabis Administration (MCA) in SUPPORT with amendments of SB 594 – Cannabis – Advertising – Alterations as amended by the Senate.

SB 594 represents an effort to refine statutory language to reflect evolving advertising practices. The bill clarifies and improves Maryland’s cannabis advertising framework and provides the Administration with additional flexibility in advertising enforcement. In addition to supporting this work, MCA respectfully recommends one targeted amendment to preserve core youth protection advertising standards.

**Amendment: Retain “Or Attractive To” in Youth Protection Standards**

SB 594 proposes striking “or is attractive to” on page 2, line 25, from provisions prohibiting cannabis advertising that targets minors. MCA recommends retaining this phrase.

Maryland’s cannabis statute was intentionally designed to establish strong youth protections at the outset of adult-use legalization. The existing language covers designs, imagery, and representation that may not expressly target minors but are nonetheless appealing to minors – a critical public health standard. Removing this phrase could unintentionally weaken protections against direct and indirect youth-oriented branding tactics. Maintaining this language aligns with longstanding practices in tobacco and alcohol advertising law to prevent youth appeal and helps ensure that youth protections remain robust as Maryland’s legal cannabis market matures.

With this amendment, the MCA supports SB 594’s broader goals, including:

- Clarifying advertising standards in digital and broadcast media;
- Providing flexibility in evaluating audience composition data;
- Maintaining age-screening requirements for online platforms; and,
- Supporting limited exterior signage for licensed dispensaries to promote lawful consumer access.

For these reasons, the Administration respectfully requests the adoption of this amendment and a favorable report. Should the Committee have any questions or concerns, please contact me at [Tabatha.Robinson@maryland.gov](mailto:Tabatha.Robinson@maryland.gov), or Selena Rawlley, Deputy Chief of Legislative Affairs, at [Selena.Rawlley@maryland.gov](mailto:Selena.Rawlley@maryland.gov).

Sincerely,  
Tabatha Robinson  
Director, Maryland Cannabis Administration