



NEWS RELEASE

Arizona House of Representatives

Representative Selina Bliss (R-1)

1700 West Washington • Phoenix, Arizona • 85007

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FOR IMMEDIATE RELEASE

Arizona Strengthens Protections for Children Against Marijuana Marketing

Representative Bliss's HB2179 Signed into Law

STATE CAPITOL, PHOENIX – Legislation strengthening Arizona's restrictions on marijuana advertising was signed into law today after receiving strong bipartisan support in both chambers. [HB2179](#), sponsored by State Representative Selina Bliss, Chairman of the House Health and Human Services Committee, establishes clear guidelines to prevent marijuana, marijuana products, and paraphernalia from being marketed to children.

Under the new law, marijuana advertising must comply with stricter verification standards and avoid branding or imagery that could appeal to minors, including packaging that imitates popular food, drink, or cartoon themes. Violations will be met with significant penalties, reinforcing Arizona's commitment to responsible marijuana regulation.

"HB2179 protects Arizona's kids from being targeted by marijuana advertising, strengthens parental rights, and upholds the public trust that voters placed in us to regulate this industry responsibly," said Representative Bliss. **"This legislation sends a clear message that Arizona will not tolerate tactics that put children at risk."**

The signing of HB2179 delivers on key priorities outlined in the [House Republican Majority Plan](#): promoting public safety, protecting individual rights, and ensuring that government serves the people—not special interests. House Republicans pledged to act decisively to secure Arizona's future, and HB2179 is one more example of that promise being kept.

"Parents deserve peace of mind knowing that marijuana businesses can't market their products to their kids," Representative Bliss added. **"I'm proud to stand with Arizona families and lead on common-sense protections that prioritize health, safety, and personal responsibility."**

Selina Bliss is a Republican member of the Arizona House of Representatives, serving Legislative District 1 in Yavapai County, and Chairman of the House Health and Human Services Committee. Follow her on X at @SelinaBliss.

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