

By: Cunningham

H.B. No. 2735

A BILL TO BE ENTITLED

1 AN ACT  
2 relating to a prohibition on e-cigarette advertising in certain  
3 locations.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

5 SECTION 1. The heading to Subchapter K, Chapter 161, Health  
6 and Safety Code, is amended to read as follows:

7 SUBCHAPTER K. PROHIBITION OF CERTAIN CIGARETTE, E-CIGARETTE, OR  
8 TOBACCO PRODUCT ADVERTISING; FEE

9 SECTION 2. Section 161.121, Health and Safety Code, is  
10 amended by adding Subdivision (2-a) to read as follows:

11 (2-a) "E-cigarette" has the meaning assigned by  
12 Section 161.081.

13 SECTION 3. Sections 161.122(a), (b), and (e), Health and  
14 Safety Code, are amended to read as follows:

15 (a) Except as provided by this section, a sign containing an  
16 advertisement for cigarettes, e-cigarettes, or tobacco products  
17 may not be located closer than 1,000 feet to a church or school.

18 (b) The measurement of the distance between the sign  
19 containing an advertisement for cigarettes, e-cigarettes, or  
20 tobacco products and an institution listed in Subsection (a) is  
21 from the nearest property line of the institution to a point on a  
22 street or highway closest to the sign, along street lines and in  
23 direct lines across intersections.

24 (e) Subsection (a) does not apply to a sign containing an

1 advertisement for cigarettes, e-cigarettes, or tobacco products  
2 that, before September 1, 1997, was located closer than 1,000 feet  
3 to a church or school but that was not located closer than 500 feet  
4 to the church or school.

5 SECTION 4. This Act takes effect September 1, 2025.