

# Cannabis Control Division

October 31, 2023

## Halloween Compliance Reminder

Dear Licensee:

Today is Halloween and the Cannabis Control Division would like to provide its licensees with reminders about compliant behavior during the holiday.

Advertising or hosting any event targeted as family-friendly, kid-friendly, or open to minors happening on any licensed premise is absolutely prohibited (see, 16.8.3.8(B) NMAC and 16.8.2.40(B) NMAC). Any licensee found to be advertising or hosting a Halloween-themed event open to minors will be subject to immediate discipline by the Division. This includes "Trunk-or-Treat", harvest festivals, Dia de los Muertos events, or any other event meant to bring families, children, or minors to a licensed cannabis premises.

The Division is monitoring social media accounts to ensure compliance and encourages licensees acting in good faith to report instances of non-compliance using our complaint form found here:

<https://www.rld.nm.gov/cannabis/compliance/report-a-violation/>.

In addition, the Division reminds licensees that giving away cannabis or cannabis product for free is prohibited (see, 16.8.2.40(J) NMAC).

Be sure to remain compliant during this holiday in your operations and celebrations.

Thank you for your attention to this matter.

Sincerely,

Cannabis Control Division