



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

EXECUTIVE ORDER No. 44

April 26, 2019

PROHIBITION OF ALCOHOL ADVERTISEMENTS ON CITY PROPERTY

WHEREAS, each year, excessive alcohol consumption leads to the death of thousands of New Yorkers, and alcohol-related injuries lead to tens of thousands of hospital visits in the City;

WHEREAS, increased exposure to alcohol advertisements may lead to higher levels of alcohol consumption and may increase the likelihood of underage alcohol consumption;

WHEREAS, consuming alcohol as a minor is a risk factor for developing alcohol use disorders later in life, leading to a significant number of injuries, diseases and deaths; and

WHEREAS, the City has an interest in protecting the health and safety of New Yorkers;

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered:

Section 1. Any contract entered into or renewed by the City that authorizes, provides for, or otherwise contemplates advertising on property owned or controlled by the City shall contain a provision prohibiting advertisements, sponsorship or branding promoting alcohol on such property, except where allowed pursuant to section 2 of this order. Such property includes any street furniture, including a bus shelter, newsstand, phone booth, Wi-Fi kiosk or recycling kiosk. This section shall apply to any such contract, including, but not limited to franchises and concessions.

§ 2. The prohibition on advertising, sponsorship or branding described in section 1 shall not apply to any portion of a property authorized for the sale or consumption of alcohol.

§ 3. Effective Date. This Order shall take effect immediately.

  
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Bill de Blasio  
Mayor