

**MEMORANDUM TO:** Kenneth Weatherill  
Assistant Deputy Minister  
Public Safety Division  
Ministry of the Solicitor General

**DATE:** December 30, 2024

**FROM:** Jane Mallen,  
Assistant Deputy Attorney General

**RE:** Prohibition on advertising or promoting of cannabis sold  
unlawfully in Force December 4, 2024.

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This memorandum is to provide information about a new prohibition on advertising or promoting the sale of illegal cannabis. The changes came into force on December 4, 2024.

The [Safer Streets, Stronger Communities Act, 2024](#) received Royal Assent on December 4, 2024. Schedule 1 of the Act made amendments to the *Cannabis Control Act, 2017* (CCA) to enact a new section 8.2 with the goal of combatting the illegal cannabis market, including illegal online and in-person sales.

On December 4, 2024, section 8.2 of the CCA came into force:

8.2 No person shall knowingly advertise or promote the sale of cannabis by a person or entity that is not authorized to produce, sell or distribute cannabis under this Act or the *Cannabis Act* (Canada).

Contravention of the new prohibition constitutes a provincial offence under section 22 of the CCA. Section 23 of the [CCA](#) establishes the following penalties an individual or corporation may be subject to on conviction:

For an individual (s. 23(2) CCA):

- on a first conviction, a fine between \$10,000 and \$250,000, a term of imprisonment of up to two years less a day, or both.

- on a subsequent conviction, a fine between \$5,000 and \$100,000 for each day or part of a day on which the offence occurs or continues, a term of imprisonment of up to two years less a day, or both.

For a corporation (s. 23(3) CCA):

- on a first conviction, a fine between \$25,000 and \$1,000,000.
- on a subsequent conviction, a fine between \$10,000 and \$500,000 for each day or part of a day on which the offence occurs or continues.

I would ask that you please bring this memorandum to the attention of the policing community. For more information, or if you have any questions, you may contact Julie Lessard, Manager, Regulatory Agency Oversight Policy Unit, Ministry of the Attorney General at [Julie.Lessard@ontario.ca](mailto:Julie.Lessard@ontario.ca) .

Thank you for your assistance in communicating these changes.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jane Mallen".

Jane Mallen  
Assistant Deputy Attorney General