



**Bill Title:** Liquor Licensees--Promoting Events Online

**Bill Number:** SSB 5394

**Effective Date:** July 28, 2019

**Amends:** RCW 66.28.310

### **Summary**

This bill:

- Allows liquor manufacturers, distributors, or their licensed representatives to use web sites or social media accounts to post, repost, or share promotional information or images about events featuring products of the manufacturer's own production or a product sold by the distributor
  - Events include those held at an on-premises licensed liquor retailer's location or at a licensed special occasion
  - The promotional information may include links to purchase event tickets
  - Manufacturers, distributors, or their licensed representatives may not pay a third party to enhance viewership of posts
  - A licensed liquor retailer may not require an industry member or their licensed representative to post, repost, or share information or images as a condition to selling any alcohol to the retailer or participating in a retailer's event

### **Contact Information:**

If you have questions, please contact [Chris Thompson, Director of Legislative Relations](#).