

****The following is a summary that is meant as a guide to assist in placing campaigns related to tobacco advertising. It is recommended that the official legislation and legal counsel be consulted before undertaking or accepting any advertising to ensure legal obligations and interpretations are accurate.**

Tobacco law is governed federally however provinces and municipalities may enact their own bylaws. Where there is a conflict between a provision of federal Act and a provision of a provincial bylaw that regulates, restricts or prohibits smoking, the more restrictive provision prevails. In most cases provincial statutes do not address general media advertising but detail from the corresponding Act follows for your information.

Governed by P.E.I. Tobacco Sales Act

No person shall advertise or promote the sale or use of tobacco in any place or premises in which tobacco is sold or offered for sale at retail.

No person shall display or permit the display of tobacco in any place or premises in which tobacco is sold or offered for sale at retail

- By any means or in any manner, including the use of a countertop or wall display, that permits a consumer in the place or premises to view tobacco before purchasing it; or
- By any means or in any manner that makes tobacco visible to the public from the outside of the place or premises.

For the complete Tobacco Sales Act, visit:

http://www.gov.pe.ca/law/statutes/pdf/t-03_1.pdf

Amendments current as of May 2010

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