



Legislation Details

File #: Res 0217-2026 **Version:** * **Name:** The Predatory Marketing Prevention Act (S. 7487C)

Type: Resolution **Status:** Committee

In control: Committee on Children and Youth

On agenda: 2/12/2026

Enactment date: **Enactment #:**

Title: Resolution calling upon the New York State Legislature to pass, and the Governor to sign, the Predatory Marketing Prevention Act (S7487C), which relates to false or misleading advertisements of food and food products; provides factors to determine whether an advertisement is false or misleading; provides for enforcement and a private right of action

Sponsors:

Indexes:

Attachments: 1. Res. No. 217, 2. Hearing Transcript - Stated Meeting 2-12-26

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------|-----------------------------|--------|
| 2/12/2026 | * | City Council | Introduced by Council | |
| 2/12/2026 | * | City Council | Referred to Comm by Council | |