

AB 2571-Youth Marketing Ban Law

**These are answers to frequently asked questions from the CRPA legal team. This document is not intended to create an attorney-client relationship and is only meant for informational purposes and education.*

What does the law do?

AB 2571 was immediately enacted on July 1, 2022. The bill seeks to stop marketing of firearms and firearm related product and events where firearms are promoted or used.

More information on what the law does and who is affected by the law can be found here

<https://crpa.org/news/alert/newsom-attacks-youth-shooting-program-and-next-generation/>

<https://crpa.org/news/blogs/gun-owners-rights-groups-join-together-in-court-to-stop-governor-newsoms-attempt-to-end-youth-shooting-in-california/>

<http://michellawyers.com/junior-sports-magazines-v-bonta/>

Who does this law impact?

This may impact Associations, Camps, Clubs, FFLs, Hunter Education, Instructors, Firearms Trainers, Youth Organizations, youth shooting teams, individuals, and those who work in association with any youth shooting program including firearms safety.

Some of these groups are cancelling publications to youth in California, placing warnings on websites to stop youth from entering the website, postponing events, and not providing hunter and other education to anyone under 18 years old.

“Firearm industry member” means any of the following:

(A) A person, firm, corporation, company, partnership, society, joint stock company, or any other entity or association engaged in the manufacture, distribution, importation, marketing, wholesale, or retail sale of firearm-related products.

(B) A person, firm, corporation, company, partnership, society, joint stock company, or any other entity or association formed for the express purpose of promoting, encouraging, or advocating for the purchase, use, or ownership of firearm-related products that does one of the following:

(i) Advertises firearm-related products.

(ii) Advertises events where firearm-related products are sold or used.

(iii) Endorses specific firearm-related products.

(iv) Sponsors or otherwise promotes events at which firearm-related products are sold or used.

What is the penalty for violating the law?

There could be a \$25,000 fine for each incident. This is understood not to be per event, but per incident. This could be interpreted to mean for each youth that receives marketing or attends an event where the use of firearms is promoted.

This law also allows a private action right meaning anyone can bring a civil action against an individual

Can our group or organization host events and do training anymore?

You can host events that involve firearms and firearm-related products for adults-no question, you can host these events.

If you have a youth hunt, youth shooting team, or any event where youth would pay to participate in that activity, or where the events or firearm products are being promoted to youth, you should use caution.

There is no exception for firearm safety training, hunter's education courses of teams of youth shooters that are not part of a scholastic shooting team associated with a school program. There are no exceptions for 4-H, Scouts, JROTC, or other groups that specifically work with youth in their programs.

**Be cautious of people telling you that you are exempt from the law. There are no exemptions outlines in this law and every groups needs to weigh the risks.*

Can we raffle youth items at events?

This is a difficult question with many caveats.

If the event is targeted at adults and youth are not part of that event typically (like a fundraising banquet) and adults are the ones that may want to purchase a firearm or youth hunt for their child or grandchild, then this activity is probably acceptable and would not violate the law.

If the event is a youth event where youth are being marketed to for firearms, firearm related products and events that they would sign up for (a recruitment event for a youth shooting league), then these activities are probably in violation of the law as it currently stands.

It may be a good practice to not have youth related firearms and youth gear in sizes and colors that appeal to youth and youth experiences in auctions until we can get a court to stop the further implementation of the law.

Can we hold youth events with firearms, archery, and other outdoor events?

Many groups are postponing their youth hunting and shooting events in the immediate future if they are solely focused on firearms. If there are activities that can be done that do not include firearms like archery, axe throwing, fishing, canoeing, etc. that promote the outdoors, those activities are fine.

Can youth still come to my range to shoot?

Yes, as long as they come to the range with a parent or guardian you can have youth on the range. The issue comes up where the youth are there to take a course from an instructor on the range or as part of a shooting team with coaches because the range, instructors, and coaches cannot market those classes and team events to youth where the use of firearms will be promoted.

Youth memberships at ranges and with groups should also be ok to sell, but the marketing of those memberships is something that would violate the law.

Do we need to change our publications and communications to youth in California?

If you are a member of the “firearm industry” as defined above, you should temper your communications with those 18 and younger in California if the communications are about youth shooting, hunting, or events and products that contain firearms and firearm related products.

Some groups are not posting any photos of youth with firearms and are placing warnings on websites for youth in CA not to enter the site. If you send out publications in the state directed to youth regarding youth shooting and hunting, those should be postponed.

This law applies even to those outside of California who are communicating with youth shooters and hunters in California. We have reports of recruiting from college shooting teams stopping because those schools do not want to violate the law.

Why Did CRPA, GOC and SAF file a First Amendment Lawsuit? What About the Second Amendment?

There are several reasons. First this law clearly attacks speech and assembly of groups and youth in California. It is a very clean issue and we needed to get a motion on file to try to enjoin the law as soon as possible because it is currently impacting so many people, youth, and groups.

We still are considering possible other actions, but a Second Amendment claim on this would be one of first impression under the new *Bruen* test of review. There are many lawsuits that will start challenging laws and constitutionality under *Bruen*.

We are finding more and more that politicians are trying to silence the voice of the “gun culture.” The government does not get to pick and choose which speech they can uphold. In fact, the First Amendment protects the very speech that may not be as popular from these exact types of actions by the government. The First Amendment speech protection of gun owners is just as important as protecting the Second Amendment and the next generation.

What can we do to help?

We have plaintiffs on the lawsuit already. Because the law was enacted immediately, we had to move very quickly. There may be possibilities to amend the complaint and add more plaintiffs in the future or for groups to support through filing amicus briefs. If you are interested in that you can reach out to helpdesk@michellawyers.com to let them know your interest. The legal team will reach out if these opportunities come up.

We can always use help with fundraising and donations to pay for this specific litigation because the state of California is trying to drown groups in litigation right now. CRPA has a special link where you can donate directly to this youth litigation. All of those funds will go to the litigation efforts.

Please visit <https://californiariflepistol.app.neoncrm.com/campaign.jsp?campaign=192&> to donate to and stop this attack on youth shooting and hunting.

Make sure that you are signed up to [receive alerts](#) and follow CRPA on [social media](#) for more alerts as this case develops.

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