
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

October 24, 2025

Bill Arnold
(414) 286-3285

MEDIA ALERT

Council members issue joint letter, urging state legislative support on key tobacco law

A joint letter (**attached**) from 11 members of the Common Council was sent yesterday (October 23) to each member of the Milwaukee delegation in the state Senate and Assembly, asking for their sponsorship and support of **LRB 2352, the Wisconsin Tobacco 21 Act**.

This bill closes a critical loophole in state law by raising the minimum age for the sale, purchase, and possession of cigarettes, tobacco, nicotine products, and vaping devices from 18 to 21 -- bringing Wisconsin into alignment with federal law. Forty-five other states, including all of Wisconsin's neighbors, have already acted.

In part, the letter states: "Wisconsin's outdated statute creates confusion for retailers and law enforcement while giving high school seniors legal access to tobacco products, which are then easily shared with younger students. Nearly 95% of smokers start before age 21. Raising the age to 21 cuts off this supply chain, reduces youth addiction, and lowers long-term healthcare costs."

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CITY OF MILWAUKEE

City Hall, 200 E. Wells Street, Milwaukee, WI 53202 • www.city.milwaukee.gov

October 23, 2025

To the Milwaukee Legislative Delegation,

As members of the Milwaukee Common Council, we urge you to co-sponsor and support LRB 2352, the Wisconsin Tobacco 21 Act.

This bill closes a critical loophole in state law by raising the minimum age for the sale, purchase, and possession of cigarettes, tobacco, nicotine products, and vaping devices from 18 to 21—bringing Wisconsin into alignment with federal law. Forty-five other states, including all of our neighbors, have already acted.

Wisconsin's outdated statute creates confusion for retailers and law enforcement while giving high school seniors legal access to tobacco products, which are then easily shared with younger students. Nearly 95% of smokers start before age 21. Raising the age to 21 cuts off this supply chain, reduces youth addiction, and lowers long-term healthcare costs.

This is smart, bipartisan, science-backed policy. We strongly urge your co-sponsorship of LRB 2352 to protect Wisconsin's youth and simplify enforcement for retailers and law enforcement alike.

Respectfully,

José G. Pérez
Alderman, 12th District

Peter Burgelis
Alderman, 11th District

JoCasta Zamarripa
Aldersperson, 8th District

Sharlen Moore
Alderswoman, 10th District

Lamont Westmoreland
Alderman, 5th District

Mark Chambers, Jr.
Alderman, 2nd District

Andrea M. Pratt
Alderswoman, 1st District

Larresa Taylor
Alderswoman, 9th District

Russell W. Stamper, II
Alderman, 15th District

DiAndre Jackson
Alderman, 7th District

Marina Dimitrijevic
Alderswoman, 14th District