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**STATE LEGISLATURE PASSES BILL TO BAN BILLBOARDS  
ADVERTISING SEXUALLY ORIENTED BUSINESSES**

JEFFERSON CITY – On Thursday the State Senate moved to clean up Missouri’s highways with the passage of legislation restricting billboards advertising sexually oriented businesses. Sen. Matt Bartle, R-Lee’s Summit, sponsored Senate Bill 870 in response to the proliferation of these billboards and businesses along Missouri’s major thoroughfares.

“There was a day when a family could travel down a Missouri highway without fear that their children would be exposed to lurid and suggestive advertising,” said Bartle. “Parents should be able to use their own best judgment as to when their children are ready for a discussion of the sensitive topic of sex. This discussion should not be forced on them by the sight of large billboards advertising smut shops.”

SB 870 would apply to businesses that operate within one mile of a state highway. These businesses would be allowed to display only two signs on their own property. One sign could state that the premises were off-limits to minors. The other sign would be limited to information about the name, street address, phone number and operating hours of the business.

“As a child my grandfather taught me that we should be proud to live in Missouri because it is blessed with such natural beauty. The proliferation of these sorts of billboards has become an eyesore that leaves visitors to Missouri with a negative impression of our State,” said Bartle. “The passage of Senate Bill 870 will help to make a trip down Missouri’s roads a more family-friendly experience.”

The bill has received attention from national media outlets as it worked its way through the legislative process.

“Passage of this legislation will put Missouri in the forefront of the battle to reclaim the nation’s roadways,” said Bartle.

The bill has been “truly agreed to and finally passed” by both the Missouri House of Representatives and the State Senate and will now be sent to the Governor for his signature.