



NEW YORK STATE SENATOR

Jose Peralta

Governor Signs Peralta's 'Chica Cards' Bill Into Law

Jose Peralta

July 25, 2011

ISSUE:

- [Community Development](#)
- [Legislature](#)

State Senator Jose R. Peralta's bill targeting the distribution of pimps' business cards along a stretch of more than 40 blocks of Roosevelt Avenue was signed into law Wednesday by Governor Andrew Cuomo.

Senator Peralta introduced the bill in response to parental outrage and community frustration with the thriving local sex trade. The cards, featuring pictures of naked and minimally clad women and phone numbers to call for "free delivery," have for years littered sidewalks on Roosevelt Avenue and adjacent streets.

"This is an important first step in what needs to become an all-out offensive against the prostitution problem and other quality-of-life issues that have long plagued Roosevelt Avenue," Senator Peralta said. "To reclaim the area, we need a level of commitment from city and state government, especially law enforcement, as strong

and as determined as what we saw invested in the rejuvenation of Times Square.”

Shortly after Senator Peralta introduced the bill, it attracted some media attention. The coverage had an impact: Cards advertising "free delivery" of women for sex 24 hours a day, seven days a week, once routinely encountered by children on their way to and from school—much to the chagrin of parents—became more difficult to come by. Several of the cards that now turn up still advertise "free delivery 24/7"-- but of flowers, fruits and vegetables.

The lewd cards, however, are still in circulation.

Senator Peralta said that the cards, “however many of them turn up, or what they look like, insult the dignity of the families, residents and honest businesses that call Roosevelt Avenue and the adjacent streets home.”

He added that "prostitution is not a victimless crime" and that “many women from around the world and across the country are enslaved and brought to New York— to this community—and forced to have sex with strangers for the profit of human traffickers and pimps."

The law goes into effect next month.