STATE OF ARKANSAS
EXECUTIVE DEPARTMENT

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS COME – GREETINGS:

WHEREAS: State and federal law prohibit the sale of tobacco, vapor, nicotine pouches, smokeless tobacco, and other age-restricted products to individuals under the legal minimum age;

WHEREAS: We Card Awareness Month promotes responsible retailing through education and training that help Arkansas retailers comply with federal, state, and local laws and prevent underage access to tobacco, vapor, nicotine pouches, and other age-restricted products;

WHEREAS: 2026 marks the 31st year of the national nonprofit We Card Program, Inc., whose efforts have supported retailers in upholding age-restricted product laws and serving their communities responsibly;

WHEREAS: We Card and the Arkansas Oil Marketers Association are raising awareness of the social sources through which underage individuals obtain tobacco, vapor, and nicotine pouch products—sources that account for approximately 79 percent of reported youth access according to CDC research; and

WHEREAS: Arkansas retailers are committing to the We Card Retailer Pledge, utilizing We Card's educational materials, online training, and ID Check-Up services, and working in partnership with the Arkansas Oil Marketers Association and Arkansas Retailers Association to prevent underage access and strengthen responsible retailing across the state;

NOW, THEREFORE, I, SARAH HUCKABEE SANDERS, Governor of the State of Arkansas, by virtue of the authority vested in me by the laws of the State of Arkansas, do hereby proclaim September 2026, as

"WE CARD AWARENESS MONTH"

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Arkansas to be affixed this 8th day of September, in the year of our Lord 2026.

Sarah Huckabee Sanders, Governor

Attest:

Cole Jester, Secretary of State