

**STATE OF ARKANSAS**  
**EXECUTIVE DEPARTMENT**

**PROCLAMATION**

TO ALL TO WHOM THESE PRESENTS COME – GREETINGS:

WHEREAS: Arkansas law prohibits the sale of tobacco products, e-cigarettes, vapor products, alternative nicotine products, e-liquid products, cigarette papers, and herbal snuff to persons under the age of 18; and

WHEREAS: We Card Awareness Month is a retail education and training effort to boost Arkansas retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify, prevent, and deny tobacco and other age-restricted product sales to minors; and

WHEREAS: 2017 is the 22<sup>nd</sup> anniversary year of the national, non-profit organization, the "We Card" Program, Inc. – providing training and education to the retail community to help retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS: We Card in-store training and education materials, its online training program, and its mystery shopping service "ID Check-Up" are available to all Arkansas retailers through We Card's website; and

WHEREAS: We Card is endorsed by the Arkansas Oil Marketers Association, Arkansas Grocers and Retail Merchants, Arkansas Wholesale Marketers Association, and Arkansas will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, ASA HUTCHINSON, 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 2017, as

**WE CARD AWARENESS MONTH**

across the State, and I encourage all Arkansas retailers to participate in "We Card Awareness Month" and to let their customers know that "In Arkansas, we don't sell tobacco and other age-restricted products to kids."

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Arkansas to be affixed this 2<sup>nd</sup> day of August, in the year of our Lord 2017.



*Asa Hutchinson*

Asa Hutchinson, Governor

Attest:

*Mark Martin*

Mark Martin, Secretary Of State