

STATE OF ARKANSAS
EXECUTIVE DEPARTMENT

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS COME - GREETINGS:

WHEREAS: State and federal law prohibits the sale of tobacco and vape products to underage persons;

WHEREAS: Underage youth vaping has risen at alarming levels according to the FDA;

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 vape products and other age-restricted product sales to underage youth;

WHEREAS: 2023 marks 28 years of education and training of the national non-profit organization, The We Card Program, Inc., which has been helping retailers comply with age-restricted product laws and serve their communities as responsible retailers;

WHEREAS: We Card and the Arkansas Oil Marketers Association are working to create greater retailer and public awareness of social sources of tobacco and vape products, which according to CDC research data, compromises approximately 80 percent of the ways in which those underage report getting tobacco and vape products;

WHEREAS: Retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vape products and to identify and deny adult purchases on behalf of those underage where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person;

WHEREAS: We Card in-store training and education materials, its online training, and its mystery shopping website 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 and Arkansas will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

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 2023 as

"WE CARD AWARENESS MONTH IN ARKANSAS"

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Arkansas to be affixed this 28th day of August, in the year of our Lord 2023.



Sarah Huckabee Sanders, Governor



Attest



John Thurston, Secretary of State