

*WHEREAS, scientific research has proven that tobacco use leads to tobacco-related illnesses and premature death; and*

*WHEREAS, lifetime tobacco use is often established before the age of 18, and 7.7% of U.S. middle school students and 24.6% of U.S. high school students used tobacco in 2014; and*

*WHEREAS, Colorado law prohibits the in-store and online sale of tobacco products, including smokeless tobacco and e-vapor products, to persons under the age of 18; and*

*WHEREAS, the "We Card Awareness Month" is a retail education and training initiative to increase Colorado retailers' awareness of, and participation in responsible retailing efforts by complying with federal, state, and local laws to identify, prevent, and deny tobacco and other age-restricted product sales to minors; and*

*WHEREAS, this year marks the 22nd anniversary of the "We Card" program, a national non-profit organization that provides training and education to the retail community to help retailers comply with age-restricted product laws and to serve their communities as responsible retailers; and*

*WHEREAS, "We Card" in-store training and education materials, online training program, and mystery shopping service "ID Check-Up" are available to all Colorado retailers through the "We Card" website; and*

*WHEREAS, the Colorado Retail Council, the Colorado/Wyoming Petroleum Marketers Association, the Rocky Mountain Food Industry Association, and the Colorado Association of Distributors support "We Card" to help Colorado benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors; and*

*WHEREAS, Colorado retailers are encouraged to participate in "We Card Awareness Month" and to inform their customers that "in Colorado, we don't sell tobacco and other age-restricted products to kids!";*

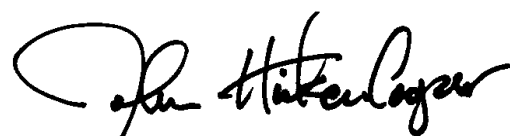
*Therefore, I, John W. Hickenlooper, Governor of the State of Colorado, do hereby proclaim, September 2017, as*

### **WE CARD AWARENESS MONTH**

*in the State of Colorado.*

*GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of September, 2017*



  
John W. Hickenlooper  
Governor