State of Connecticut

By His Excellency Ned Lamont, Governor: an

Official Statement

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

WHEREAS, underage youth vaping has risen at alarming levels according to FDA reports of government studies; and

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

WHEREAS, We Card and The Connecticut Energy Marketers Assc. are working to increase retailer and public awareness of social sources of tobacco, vapor, and nicotine pouches products, which according to CDC research account for approximately 79% of the ways underage individuals report obtaining vapor products, including through adult purchases, sharing, borrowing, or other indirect means; and

WHEREAS, We Card's in-store educational materials, online training programs, and "ID Check-Up" mystery shopping service are available to all Connecticut retailers through the organization's website; and

WHEREAS, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products, and to identify and deny adult-for-underage person purchases where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person; 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 Connecticut retailers through *We Card's* website; and

WHEREAS, *We Card* is endorsed by the Connecticut Energy Marketers Association, and Connecticut will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

THEREFORE, I, Ned Lamont, Governor of the State of Connecticut, do hereby officially proclaim the month of September 2026 to be

WE CARD AWARENESS MONTH

in the State of Connecticut.

Ned Lamont

GOVERNOR