



By His Excellency Ned Lamont, Governor: an  
**Official Statement**

*W*HEREAS, Connecticut law prohibits the sale of tobacco and vapor products to underage persons; and

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

*W*HEREAS, 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

*W*HEREAS, 2021 marks 26 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; and

*W*HEREAS, We Card and the Connecticut Energy Marketers Association are working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprises approximately 80% of the ways in which those underage report getting tobacco & vapor products (such as adult-for-underage purchases, bumming and borrowing); and

*W*HEREAS, 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

*W*HEREAS, 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; now

*T*HEREFORE, I, Ned Lamont, Governor of the State of Connecticut, do hereby proclaim the month of September 2021 as

**WE CARD AWARENESS MONTH**

in the State of Connecticut.



*Ned Lamont*

GOVERNOR