



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

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products, to underage persons; 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, 2022 marks 27 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

WHEREAS, *We Card* and 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 and vapor products (such as adult-for-underage purchases, bumming and borrowing); 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 2022 to be

**WE CARD AWARENESS MONTH**

in the State of Connecticut.



*Ned Lamont*

GOVERNOR