

STATE OF DELAWARE



OFFICE OF THE GOVERNOR

PROCLAMATION IN OBSERVANCE OF WE CARD AWARENESS MONTH

Whereas, Delaware law prohibits the sale of tobacco products, including, but not limited to, cigarettes, cigars, pipe tobacco, snuff or smokeless tobacco, as well as, "Tobacco Substitutes" (such as e-cigarettes), including, for example, any device employing a mechanical heating element, battery or circuit, regardless of shape or size, that can be used to deliver nicotine into the body through inhalation, or any noncombustible product containing nicotine intended for use in such a device to persons under the age of 21; 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 Delaware retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws, and to identify, prevent and deny tobacco and other age-restricted product sales to minors; and

Whereas, 2020 marks the 25th anniversary year of the national non-profit organization, the "We Card" Program, Inc. – providing 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 Delaware retailers through We Card's website; and

Whereas, We Card is endorsed by the Delaware Food Industry Council and the Washington, Maryland, and Delaware Service Station and Automotive Repair Association. Delaware will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

*Now, Therefore, We, John C. Carney, Governor,
and Bethany A. Hall-Long, Lieutenant Governor,*
do hereby declare September 2020, as

WE CARD AWARENESS MONTH

in the State of Delaware, and encourage all Delaware retailers to participate in We Card Awareness Month, and to let their customers know that "In Delaware, we don't sell tobacco and other age-restricted products to kids."



John C. Carney
John C. Carney
Governor

Bethany A. Hall-Long
Bethany A. Hall-Long
Lieutenant Governor

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Number