**Governor’s Proclamation**

**Suggestions on using this Template**

-- Edit and customize it (highlighted Blue text) (and other areas as you find appropriate.

-- Coordinate with other retail & wholesale associations in your state.

-- Consider reaching out to your state enforcement agency and include them in this Proclamation and/or We *Card Awareness Month* promotions.

-- If you succeed in getting a Proclamation, send out a news release and inform your membership!

-- To see CDC “social sources” research, and other federal, state & academia research, go here: [underageaccess.wecard.org/facts](https://underageaccess.wecard.org/facts)

-- And let us know if you get a Proclamation!

Thanks for all your efforts!

Doug Anderson

President

The *We Card* Program, Inc.

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**Example**

**for**

***We Card Awareness Month – September 2021***

**WHEREAS, state and federal l**aw prohibits the sale of tobacco and vapor products, (list other restricted products that may apply, such as smokeless tobacco, etc.) 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 Xxx STATE xxx 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,** 2021 marks 26 years of education and training ofthe 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 **STATE ASSOCIATION NAME** 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,

**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.

**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 xxx STATE xxx retailers through *We Card’s* website; and

**WHEREAS,** *We Card* is endorsed by the **xxx STATE ASSOCIATION NAME (or list several associations here)** and xxx State Name xxx will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

**NOW THEREFORE**,**, I, xxx name of Governor xxx**, Governor of the State of xxx State Name xxx, do hereby proclaim the month of September 2021 to be

***“WE CARD* AWARENESS MONTH”**

in xxx State Name xxx, and encourage all xxx State Name xxx retailers to participate in *“We Card Awareness Month”* and to let their customers know that “In xxx State Name xxx, we don’t sell tobacco, vapor products and other age-restricted products to kids!”