  
**State of Iowa**  
**Executive Department**

IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

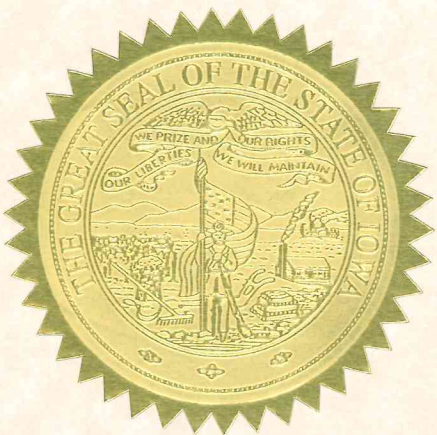
**PROCLAMATION**

- WHEREAS,** Iowa law prohibits the sale of cigarettes and tobacco products, alternative nicotine products and vapor products to persons under the age of 18; and
- WHEREAS,** *We Card Awareness Month* is a retail education and training effort to boost Iowa retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and other age-restricted product sales to minors; and
- WHEREAS,** 2017 is the 22<sup>nd</sup> 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 serve their communities as responsible retailers; 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 Iowa retailers through *We Card's* website; and
- WHEREAS,** *We Card* is endorsed by the Iowa Grocery Industry Association and the Petroleum Marketers and Convenience Stores of Iowa, and Iowa will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors:

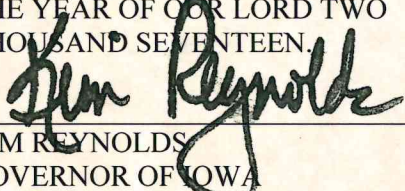
**NOW, THEREFORE, I,** Kim Reynolds, Governor of the State of Iowa, do hereby proclaim the month of September, 2017 as

***WE CARD* AWARENESS MONTH**

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



IN TESTIMONY WHEREOF, I HAVE  
HEREUNTO SUBSCRIBED MY NAME AND  
CAUSED THE GREAT SEAL OF THE STATE  
OF IOWA TO BE AFFIXED. DONE AT DES  
MOINES THIS 5 DAY OF SEPTEMBER IN  
THE YEAR OF OUR LORD TWO  
THOUSAND SEVENTEEN.

  
\_\_\_\_\_  
KIM REYNOLDS  
GOVERNOR OF IOWA

ATTEST:

  
\_\_\_\_\_  
PAUL D. PATE  
SECRETARY OF STATE