

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, underage youth vaping is 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 Iowa 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, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products 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, 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 September 2024 as:

We Card Awareness Month



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 11th DAY OF SEPTEMBER IN THE YEAR
OF OUR LORD TWO THOUSAND TWENTY-
FOUR.

Kim Reynolds
KIM REYNOLDS
GOVERNOR OF IOWA

ATTEST:

Paul Pate
PAUL PATE
SECRETARY OF STATE