  
**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 to identify, prevent and deny tobacco and other age-restricted product sales to minors; and

**WHEREAS**, 2018 is the 23rd anniversary year of the national non-profit organization, THE "WE CARD" PROGRAM INC.

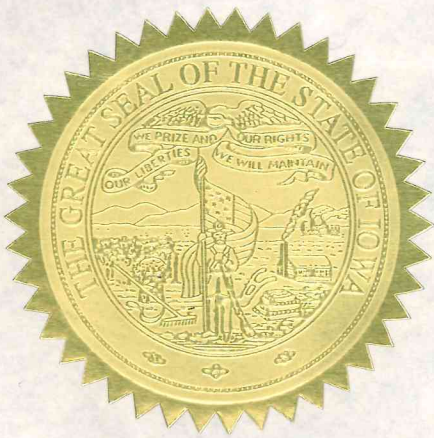
**WHEREAS**, We Card in-store training and education materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Iowa retailers through We Card's website; and

**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:

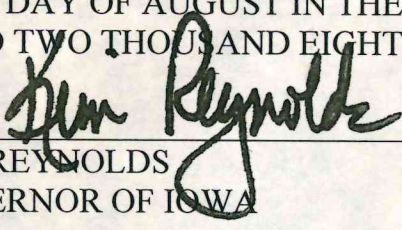
**NOW, THEREFORE, I**, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim September 2018 as

**WE CARD AWARENESS MONTH**

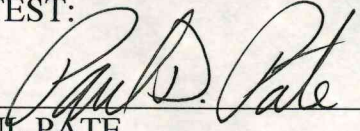
in Iowa and encourage all Iowa retailers to participate in "We Card Awareness Month" and to let their customers know that "In Iowa, we don't sell tobacco and other age-restricted products to kids!"



**IN TESTIMONY WHEREOF**, I HAVE HERETO SUBSCRIBED MY NAME AND CAUSED THE GREAT SEAL OF THE STATE OF IOWA TO BE AFFIXED. DONE AT DES MOINES THIS 23<sup>rd</sup> DAY OF AUGUST IN THE YEAR OF OUR LORD TWO THOUSAND EIGHTEEN.

  
KIM REYNOLDS  
GOVERNOR OF IOWA

ATTEST:

  
PAUL PATE  
SECRETARY OF STATE