


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, 2019 is the 24th 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, 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, 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

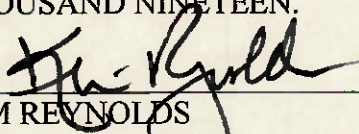
WHEREAS, We Card is endorsed by the Iowa Grocery Industry Association and the Petroleum Marketers and Convenience Stores of Iowa, and Iowa will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors:

NOW, THEREFORE, I, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim September 2019 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 26th DAY OF SEPTEMBER IN THE YEAR OF OUR LORD TWO THOUSAND NINETEEN.



KIM REYNOLDS
GOVERNOR OF IOWA

ATTEST:



PAUL PATE
SECRETARY OF STATE