
State of Iowa
Executive Department

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

PROCLAMATION

- WHEREAS,** state and federal law prohibits the sale of tobacco and vapor products 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 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 vapor products and other age-restricted product sales to underage youth; and
- WHEREAS,** 2020 marks 25 years of education and training and the anniversary year of the 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,** 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; 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

NOW, THEREFORE, I, Kim Reynolds, Governor of the State of Iowa, do hereby proclaim September 2020 as

WE CARD AWARENESS MONTH


in Iowa, and encourage all Iowa retailers to participate in "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 10th DAY OF AUGUST IN THE YEAR OF OUR LORD TWO THOUSAND TWENTY.


KIM REYNOLDS
GOVERNOR OF IOWA

ATTEST:


PAUL PATE
SECRETARY OF STATE