



Executive Department  
State of Idaho

The Office of the Governor  
**Proclamation**

State Capitol  
Boise

WHEREAS, Idaho prohibits the sale of tobacco products to persons under the age of 18;  
and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost Idaho 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 of the national non-profit "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, the We Card in-store training and education materials, online training program and its mystery shopping service "ID Check-Up" are available to all Idaho retailers through We Card's website; and

WHEREAS, We Card is endorsed by the Idaho Retailers Association and Alcohol Beverage Control, and since Idaho will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, C.L. "Butch" Otter, Governor of the State of Idaho, do hereby proclaim the month of September, 2017 to be

## **WE CARD AWARENESS MONTH**

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

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at the Capitol in Boise on this 1<sup>st</sup> day of September in the year of our Lord two thousand and seventeen and of the Independence of the United States of America the two hundred forty-second and of the Statehood of Idaho the one hundred twenty-eighth.



C.L. "BUTCH" OTTER  
GOVERNOR

LAWRENCE DENNEY  
SECRETARY OF STATE