Executive Department
State of Idaho

The Office of the Governor
Proclamation

State Capital
Boise

WHEREAS, Idaho law prohibits the sale and/or distribution of all tobacco products and vaping products including electronic cigarettes 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 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 vapor products and other age-restricted product sales to underage youth; 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 Idaho retailers through We Card's website; and

WHEREAS, We Card is endorsed by Idaho Petroleum Marketers and Convenience Store Association (IPM&CSA), and Idaho will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, BRAD LITTLE, Governor of the Idaho, do hereby proclaim the month of September 2019 to be

WE CARD AWARENESS MONTH

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 27th day of September, in the year of our Lord two thousand and nineteen and of the Independence of the United States of America the two hundred forty-fourth and of the Statehood of Idaho the one hundred thirtieth.

BRAD LITTLE
GOVERNOR

LAWERENCE DENNEY
SECRETARY OF STATE