



Executive Department
State of Idaho

The Office of the Governor
Proclamation

State Capital
Boise

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; 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, 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 reasonable suspicion that an adult customer will be providing age-restricted products to an underage person.

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, 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 State of Idaho, do hereby proclaim September 2020 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, vapor products 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 1st day of September in the year of our Lord two thousand and twenty.

BRAD LITTLE
GOVERNOR

LAWRENCE DENNEY
SECRETARY OF STATE