

STATE OF INDIANA  
EXECUTIVE DEPARTMENT  
INDIANAPOLIS

Executive Order

# PROCLAMATION

TO ALL TO WHOM THESE PRESENTS MAY COME, GREETINGS:

- WHEREAS,** Indiana law prohibits the sale of any product containing tobacco, including chewing tobacco, cigars, cigarettes, snuff that contains tobacco, pipe tobacco and dissolvable tobacco products and electronic cigarettes (a device that is capable of providing an inhalable dose of nicotine by delivering a vaporized solution) to underage persons; and
- WHEREAS,** We Card Awareness Month is a retail education and training effort to boost Indiana 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,** 2023 is the 28th 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,** We Card in-store training and education materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Indiana retailers through We Card's website; and
- WHEREAS,** We Card is endorsed by the Indiana Retail Council, Indiana Petroleum Marketers and Convenience Store Association, Indiana Grocery and Convenience Stores Association, Indiana Wholesale Distributors Association and the Indiana Restaurant and Hospitality Association, and Indiana will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

**NOW, THEREFORE, I, Eric J. Holcomb,** Governor of the State of Indiana, do hereby proclaim the month of September 2023 as

## WE CARD AWARENESS MONTH

in the State of Indiana, and invite all citizens to duly note this occasion.

*In Testimony Whereof, I hereto  
set my hand and cause to be affixed the  
Great Seal of State. Done at the  
City of Indianapolis, this 18th  
day of August the year of our  
Lord 2023 and of the Independence  
of the United States 248.*



BY THE GOVERNOR:

*Eric Holcomb*