

Proclamation

by

Andy Beshear
Governor

of the

Commonwealth of Kentucky



To All To Whom These Presents Shall Come:

WHEREAS, State and federal law prohibit the sale of tobacco, tobacco products, alternative nicotine products (non-combustible products containing nicotine intended for human consumption, whether chewed, absorbed, dissolved or ingested by any other means) and vapor products (e-cigarettes) to underage persons; and

WHEREAS, Underage youth vaping has risen to alarming levels according to FDA reports of government studies; and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost Kentucky 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 marks 28 years of education and training by 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, We Card is endorsed by the Kentucky Grocers Association & Kentucky Association of Convenience Stores, Kentucky Retail Federation, and Kentucky Petroleum Marketers Association. All Kentuckians will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, ANDY BESHEAR, Governor of the Commonwealth of Kentucky, do hereby proclaim September 2023, as

WE CARD AWARENESS MONTH

in Kentucky.

DONE AT THE CAPITOL, in the City of Frankfort the 22nd day of August, in the year of Our Lord Two Thousand Twenty-Three and in the 232nd year of the Commonwealth.

Handwritten signature of Andy Beshear in blue ink.

ANDY BESHEAR
GOVERNOR

Handwritten signature of Michael G. Adams in blue ink.

Michael G. Adams
Secretary of State

