



UNITED STATES OF AMERICA
State of Louisiana

John Bel Edwards
GOVERNOR

Proclamation

- WHEREAS,** Louisiana law prohibits the sale of tobacco products, alternative nicotine products and vapor products such as e-cigarettes to persons under the age of 18; and
- WHEREAS,** We Card Awareness Month is a retail education and training effort to boost Louisiana 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 22nd 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 Louisiana retailers through We Card's website; and
- WHEREAS,** We Card is endorsed by the Louisiana Oil Marketers and Convenience Store Association, Louisiana Association of Wholesalers and Louisiana Retailers Association, and Louisiana will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, I, **John Bel Edwards**, Governor of the State of Louisiana, do hereby proclaim September 2017 as

WE CARD AWARENESS MONTH
in the State of Louisiana.



*In Witness Whereof, I have hereunto set my hand
officially and caused to be affixed the Great Seal of the
State of Louisiana, at the Capitol, in the City of
Baton Rouge, on this 15th day of September
A.D., 2017*



Governor of Louisiana