



John Bel Edwards

GOVERNOR

Proclamation

WHEREAS,

Louisiana law prohibits the sale of tobacco products (including cigars, cigarettes, smokeless tobacco and smoking tobacco), alternative nicotine products (non-combustible product containing nicotine that is intended for human consumption, whether chewed, absorbed, dissolved or ingested by any other means) and vapor products such as e-cigarettes (noncombustible product containing nicotine or other substances that employs a heating element, power source, electronic circuit, or other electronic, chemical or mechanical means, regardless of shape or size, that can be used to produce vapor from nicotine in a solution or other form) 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 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,

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 2019 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 1st day of September
A. D. 2019.*


Governor of Louisiana