Janet T. Mills
GOVERNOR

STATE OF MAINE
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August 17, 2026

Dear Friends,

On behalf of the people of Maine, I write this letter in support of "We Card Awareness Month," which is recognized annually during the month of September.

The "We Card" Program is a national non-profit organization that provides training and education to the nation's retailers of tobacco, alcohol, e-cigarette and vapor products. 2026 marks the 31st anniversary of this program which continues to be crucial in ensuring retailers comply with age-restricted product laws and enabling them to serve their communities as responsible retailers

Maine people benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to those who are underage. As Governor, I thank the "We Card" Program and Maine's retailers for their efforts in preventing the sale of these age-restricted products to minors and keeping Maine's children and young adults safe.

Thank you,

Janet T. Mills
Governor