



Janet T. Mills  
GOVERNOR

STATE OF MAINE  
OFFICE OF THE GOVERNOR  
1 STATE HOUSE STATION  
AUGUSTA, MAINE  
04333-0001

July 31, 2024

Dear Friends,

On behalf of the citizens of Maine, I write this letter in support of “We Card Awareness Month,” which is recognized 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. These programs help retailers maintain compliance with local, state and federal laws, and work to prevent the sale of these products to minors.

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,

*Thank you for all you do!*

Janet T. Mills  
Governor



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