



## STATE of MINNESOTA

# Proclamation

WHEREAS: State and federal law prohibits the sale of tobacco products and nicotine vapor products to people under the age of 21; and

WHEREAS: The non-profit We Card program has been helping retailers comply with laws and serve their communities as responsible retailers for 27 years; and

WHEREAS: According to the Centers for Disease Control and Prevention, social sources of tobacco products and nicotine vapor products, including obtaining products from older family members or friends, comprise approximately 80% of the ways in which those who are underage report obtaining these products; and

WHEREAS: Retailers are taking the We Card Retailer Pledge to identify and prevent underage youth attempts to purchase tobacco products and nicotine vapor products and to identify and deny adult-for-underage person purchases where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person; 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 Minnesota retailers through the We Card website; and

WHEREAS: We Card Awareness Month is an education and training effort aimed at boosting awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify and prevent the sale of tobacco products and nicotine vapor products to underage people.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim September, 2022, as:

## WE CARD AWARENESS MONTH

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 2<sup>nd</sup> day of September.

  
GOVERNOR

  
SECRETARY OF STATE