



Office of the Governor
State of Missouri

Proclamation

WHEREAS, Missouri law prohibits the sale of any substance containing tobacco leaf including, but not limited to, cigarettes, cigars, pipe tobacco, snuff, chewing tobacco, or dipping tobacco or rolling papers, 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 (non-combustible product containing nicotine that employs a heating element, power source, electronic circuit or other electronic, chemical or mechanical means used to produce vapor from nicotine in a solution, for example e-cigarettes) to persons under the age of 18; and

WHEREAS, *We Card Awareness Month* is a retail education and training effort to boost Missouri 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 Missouri retailers through *We Card's* website; and

WHEREAS, *We Card* is endorsed by the Missouri Grocers Association, Missouri Petroleum Marketers and Convenience Store Association, Mid-America Grocers, Ozark Empire Grocers, Retail Grocers Association of Greater Kansas City, and Missouri Retailers Association, and Missouri will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW THEREFORE, I, ERIC R. GREITENS, Governor of the State of Missouri, do hereby proclaim the month of September 2017 to be

"WE CARD AWARENESS MONTH"

in Missouri, encourage all Missouri retailers to participate in "*We Card Awareness Month*," and to let their customers know that "In Missouri, we don't sell tobacco and other age-restricted products to kids!"

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, this 31st day of July, 2017.



Eric R. Greitens
Governor

Attest:

Secretary of State