



State of Missouri
Governor's Proclamation

WHEREAS, Missouri law prohibits the sale of tobacco and vapor products, to persons under the age of 18; and

WHEREAS, underage youth vaping is at alarming levels according to FDA reports of government studies; 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 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. which provides 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 Petroleum Marketers & Convenience Store Association and Missouri will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to underage persons.

NOW THEREFORE, I, Michael L. Parson, GOVERNOR OF THE STATE OF MISSOURI, do hereby proclaim September, 2019 to be

WE CARD AWARENESS MONTH

in Missouri and 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, vapor products, 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 30th day of September, 2019.



Michael L. Parson
GOVERNOR

ATTEST:

SECRETARY OF STATE