

Office of the Governor



State of Missouri

## Governor's Proclamation

**WHEREAS**, Missouri and federal law prohibits the sale of tobacco and vapor products, (list other restricted products that may apply, such as smokeless tobacco, etc.) to underage persons; and

**WHEREAS**, underage youth vaping has risen 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**, 2020 marks 25 years of education and training and the anniversary year of the national non-profit organization, THE "WE CARD" PROGRAM INC., which has been helping retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

**WHEREAS**, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and 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 Missouri retailers through *We Card's* website; and

**WHEREAS**, 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, 2020 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 21<sup>st</sup> day of July, 2020.



Michael L. Parson  
GOVERNOR

ATTEST:

  
SECRETARY OF STATE