



State of Missouri

## Governor's Proclamation

**WHEREAS**, state and federal law prohibits the sale of tobacco, e-cigs, vapor products, and other age-restricted product sales 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, e-cigs, vapor products, and other age restricted product sales to underage youth; and

**WHEREAS**, 2023 marks twenty-eight years of education and training 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**, *We Card* and Missouri Petroleum and Convenience Association are working to create greater retailer and public awareness of social sources of tobacco, e-cigs, and vapor products, which, according to CDC research data, comprises approximately eighty percent of the ways in which those underage report getting tobacco and vapor products (such as adult-for-underage purchases, bumming, and borrowing); and

**WHEREAS**, retailers are taking the "*We Card* Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco, e-cigs, and vapor products and to identify and deny adult purchases on behalf of those underage 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**, *We Card* is endorsed by the Missouri Petroleum and Convenience Association and Missouri will benefit from a responsible retailing community that successfully prevents tobacco, e-cigs, vapor products, and other age-restricted product sales to minors.

**NOW, THEREFORE**, I, Michael L. Parson, GOVERNOR OF THE STATE OF MISSOURI, do hereby proclaim September 2023 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 do not sell tobacco, e-cigs, 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 14<sup>th</sup> day of August, 2023.



Michael L. Parson  
GOVERNOR

ATTEST:

SECRETARY OF STATE