

STATE OF MISSISSIPPI

Office of the Governor



PROCLAMATION

WHEREAS, Mississippi law prohibits the sale of any substance that contains tobacco including, but not limited to, cigarettes, cigars, pipes, snuff, smoking tobacco, smokeless tobacco or cigarette rolling papers, as well as alternative nicotine products (e-cigarettes and any other product that consists of or contains nicotine that can be ingested into the body by chewing, smoking, absorbing, dissolving, inhaling or by any other means) to persons under the age of 18; and

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

WHEREAS, *We Card* is endorsed by the Mississippi Wholesale Distributors Association, Retail Association of Mississippi, and Mississippi Petroleum Marketers & Convenience Stores Association; and

WHEREAS, Mississippi will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors:

NOW, THEREFORE, I, Phil Bryant, Governor of the State of Mississippi, do hereby proclaim the month of September 2017 as

"*WE CARD* AWARENESS MONTH"

in the State of Mississippi and encourage all Mississippi retailers to participate in "*We Card Awareness Month*" and to let their customers know that tobacco and other age-restricted products are not sold to kids.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Mississippi to be affixed.

DONE in the City of Jackson, on the 3rd day of August in the year of our Lord, two thousand and seventeen, and of the Independence of the United States of America, the two hundred and forty-second.

A handwritten signature in blue ink that reads "Phil Bryant".

PHIL BRYANT
GOVERNOR