

# 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**, 2020 is the 25<sup>th</sup> 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, Tate Reeves, Governor of the State of Mississippi, do hereby proclaim the month of September 2020 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 "In Mississippi, we don't sell tobacco and other age-restricted products 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 20<sup>th</sup> day of August in the year of our Lord, two thousand and twenty, and of the Independence of the United States of America, the two hundred and forty-fifth.

A handwritten signature in blue ink, reading "Tate Reeves".

TATE REEVES  
GOVERNOR