

STATE OF NEBRASKA



Proclamation

WHEREAS,

Nebraska law prohibits the sale of tobacco in any form, or any cigarettes, cigarette papers and smokeless tobacco, as well as vapor products (e-cigarettes) and alternative nicotine products to persons under the age of 18; and

WHEREAS,

We Card Awareness Month is a retail education and training effort to boost Nebraska 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,

2018 is the 23rd 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 Nebraska retailers through We Card's website; and

WHEREAS,

We Card is endorsed by the Nebraska Grocery Industry Association, Nebraska Petroleum Marketers and Convenience Store Association and the Nebraska Retail Federation, and Nebraska will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

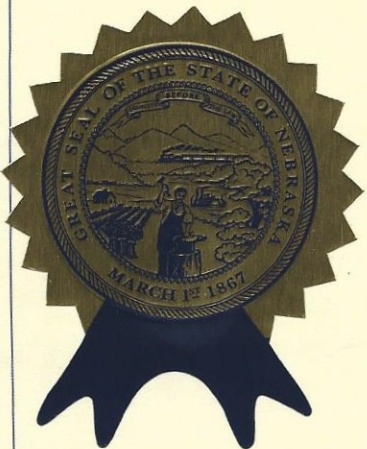
NOW, THEREFORE,

I, Pete Ricketts, Governor of the State of Nebraska, DO HEREBY PROCLAIM the month of September, 2019 as

WE CARD AWARENESS MONTH

in Nebraska, and I do hereby urge all citizens to take due note of the observance.

IN WITNESS WHEREOF, I have hereunto set my hand, and cause the Great Seal of the State of Nebraska to be affixed this Nineteenth day of September, in the year of our Lord Two Thousand Nineteen.



Attest:

Secretary of State

Governor