

STATE OF NEBRASKA



Proclamation

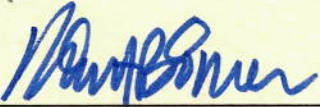
- WHEREAS,** *State and federal law prohibits the sale of tobacco and vapor products to underage persons; and*
- WHEREAS,** *Underage youth vaping has risen at alarming levels according to FDA reports of government studies; and*
- WHEREAS,** *We Card Awareness Month is a retail education and training effort to boost 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,** *2023 marks 28 years of education and training of the national non-profit organization's "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, Nebraska Petroleum Marketers, and Convenience Store Association are working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprises approximately 80% of the ways in which those underage report getting tobacco & 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 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 Nebraska retailers through We Card's website; and*
- WHEREAS,** *We Card is endorsed by the Nebraska Petroleum Marketers and Convenience Store Association and will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.*
- NOW, THEREFORE,** *I, Jim Pillen, Governor of the State of Nebraska, DO HEREBY PROCLAIM the month of September 2023 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 First day of September, in the year of our Lord Two Thousand Twenty-three.

Attest:


Secretary of State


Governor