

*The State of New Hampshire*  
*By His Excellency*  
*Christopher T. Sununu, Governor*

*A Proclamation*

In the year of our Lord Two Thousand and Twenty

**WE CARD AWARENESS MONTH**  
**SEPTEMBER 2020**

*WHEREAS*, New Hampshire law prohibits the sale of tobacco products, e-cigarettes, liquid nicotine, chewing tobacco, snuff, pipe tobacco, smokeless tobacco and smokeless cigarettes, as well as rolling paper to underage persons; and

*WHEREAS*, *We Card Awareness Month* is a retail education and training effort to boost retailer's awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws, as well as identify, prevent, and deny tobacco and other age-restricted product sales to minors; and

*WHEREAS*, 2020 is the 25<sup>th</sup> anniversary of the national non-profit organization, The "We Card" Program, Inc., which provides training and education to the retail community in order 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 New Hampshire retailers through *We Card's* website; and

*WHEREAS*, *We Card* is endorsed by the New Hampshire Grocer's Association and the New England Convenience Store Association, and New Hampshire will benefit from a responsible retail community that successfully prevents tobacco and other age-restricted product sales to minors;

**NOW, THEREFORE, I, CHRISTOPHER T. SUNUNU, GOVERNOR** of the State of New Hampshire, do hereby proclaim **SEPTEMBER 2020** as **WE CARD AWARENESS MONTH** in the State of New Hampshire, and call this to the attention of all citizens.



*IN TESTIMONY WHEREOF*, I have hereunto set my hand and caused the Seal of the State of New Hampshire to be affixed this 12<sup>th</sup> day of August, 2020.

*Christopher T. Sununu*

Christopher T. Sununu  
Governor