



STATE OF NEW JERSEY
EXECUTIVE DEPARTMENT

Proclamation

WHEREAS, New Jersey law prohibits the sale of tobacco products to persons under the age of 21; and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost New Jersey retailers' awareness of, and participation in, responsible retailing efforts by complying with federal, state and local laws, while also identifying, preventing and denying tobacco, electronic cigarettes and other age-restricted product sales to minors; and

WHEREAS, 2020 is the 25th anniversary year of the national non-profit organization, The "We Card" Program, Inc., which provides 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, online training program and mystery shopping service "ID Check-Up" are available to all New Jersey retailers through the We Card website: www.wecard.org; and

WHEREAS, We Card is endorsed by the New Jersey Food Council and their members, and New Jersey benefits from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, Philip D. Murphy, Governor of the State of New Jersey, do hereby proclaim:

SEPTEMBER 2020
AS
WE CARD AWARENESS MONTH

in New Jersey.



GIVEN, under my hand and the Great Seal of the State of New Jersey, this thirteenth day of August in the year two thousand twenty, the two hundred forty-fifth year of the Independence of the United States.


Lt. GOVERNOR


GOVERNOR