



STATE OF NEW JERSEY
EXECUTIVE DEPARTMENT

Proclamation

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

WHEREAS, underage youth vaping has risen at alarming levels according to FDA reports and government studies; 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 to comply with federal, state and local laws, and identify, prevent and deny tobacco and vapor products and other age-restricted product sales to underage youth; and

WHEREAS, 2022 marks 27 years of education and training by the national non-profit organization, THE "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 and the New Jersey Food Council and its members 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 and vapor products (such as adult-for-underage purchases 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, 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 its members, and New Jersey residents will benefit 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 2022

AS

"WE CARD AWARENESS MONTH"

in New Jersey.



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

Lt. GOVERNOR

GOVERNOR