



STATE OF NEW JERSEY  
EXECUTIVE DEPARTMENT

*Proclamation*

WHEREAS, New Jersey's Tobacco 21: Age of Sale law prohibits the sale of tobacco and e-cigarettes and vape products to persons under the age of 21; and

WHEREAS, vaping and e-cigarette use in youth is on the rise nationally, largely due to the marketing practices of Big Tobacco Companies in the retail setting, where 50% of youth spend time in at least once a week according to CDC's Best Practices in Retail Strategies to Promote Health Equity; 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, 2023 marks 28 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, the WE CARD program is supported by the New Jersey Coalition for Responsible Retailing, whose members include the New Jersey Food Council, the New Jersey Wholesale Marketers Association, and the New Jersey Retail Merchants Association. The Coalition is working to create greater retailer and public awareness of social sources of tobacco and e-cigarette/vape use; 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](http://www.wecard.org); and

WHEREAS, We Card is endorsed by the New Jersey Food Council, the New Jersey Wholesale Marketers Association, and the New Jersey Retail Merchants Association. 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 2023

AS

"WE CARD AWARENESS MONTH"

in New Jersey.



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

*Philip D. Murphy*  
GOVERNOR