

STATE OF OREGON
PROCLAMATION
OFFICE OF THE GOVERNOR

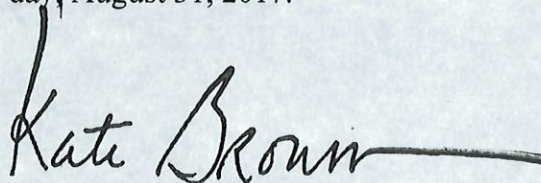
- WHEREAS:** Oregon law prohibits the sale of tobacco products to persons under the age of 18; and
- WHEREAS:** *We Card* Awareness Month is a retail education and training effort to boost Oregon retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and other age-restricted product sales to minors; and
- WHEREAS:** This year marks the 22nd anniversary of the national nonprofit 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, its online training program and its mystery shopping service "ID Check-Up" are available to all Oregon retailers through *We Card*'s website; and
- WHEREAS:** *We Card* is endorsed by the Oregon Fuels Association and Oregon Neighborhood Store Association, and Oregon will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW,
THEREFORE: I, Kate Brown, Governor of the State of Oregon, hereby proclaim **September 2017** to be

WE CARD AWARENESS MONTH

in Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, August 31, 2017.



Kate Brown, Governor


Dennis Richardson, Secretary of State

