



COMMONWEALTH OF PENNSYLVANIA  
OFFICE OF THE GOVERNOR

**PROCLAMATION**

**WE CARD AWARENESS MONTH  
September 2017**

*WHEREAS, Pennsylvania law prohibits the sale of tobacco products and smokeless tobacco in any form to persons under the age of 18; and*

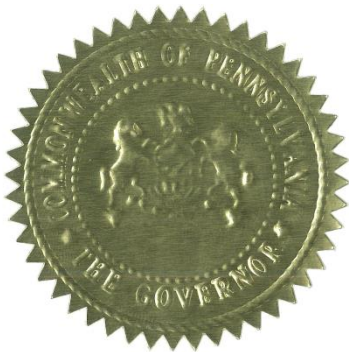
*WHEREAS, We Card Awareness Month is a retail education and training effort to boost Pennsylvania retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and other age-restricted product sales to minors;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

*WHEREAS, 2017 is the 22<sup>nd</sup> anniversary year of the national non-profit organization the "We Card" Program Inc. providing 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's in-store training and educational materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Pennsylvania retailers through We Card's website; and*

*WHEREAS, Pennsylvania will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.*

*THEREFORE, I, Tom Wolf, Governor of the Commonwealth of Pennsylvania, do hereby proclaim September 2017 as WE CARD AWARENESS MONTH. I encourage all Pennsylvania retailers to participate in We Card Awareness Month and to let their customers know that Pennsylvania does not sell tobacco and other age-restricted products to minors.*



*GIVEN under my hand and the Seal of the Governor, at the City of Harrisburg, this twenty-eighth day of July two thousand seventeen, the year of the commonwealth the two hundred forty-second.*

*Tom Wolf*  
**TOM WOLF**  
Governor