



COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR

PROCLAMATION

**WE CARD AWARENESS MONTH
September 2019**

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, 2019 is the 24th 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 2019 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 nineteenth day of September two thousand nineteen, the year of the commonwealth two hundred forty-fourth.

Tom Wolf

TOM WOLF
Governor