



State of Rhode Island and Providence Plantations
GUBERNATORIAL PROCLAMATION
We Card Awareness Month

WHEREAS, Rhode Island law prohibits the sale of tobacco products, or electronic nicotine delivery systems to persons under the age of 18; and

WHEREAS, *We Card Awareness Month* is a retail education and training effort to boost Rhode Island 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 22nd 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* in-store training and education materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Rhode Island retailers through *We Card's* website; and

WHEREAS, *We Card* is endorsed by the New England Convenience Store Association, Rhode Island Food Dealers Association, Rhode Island Hospitality and Tourism Association and the Rhode Island Liquor Stores Association; and

WHEREAS, Rhode Island will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, Gina M. Raimondo, Governor of the State of Rhode Island, do hereby proclaim September 2017 as *We Card Awareness Month* in the state and encourage all Rhode Island retailers to participate in *We Card Awareness Month* and to let their customers know that "In Rhode Island, we don't sell tobacco and other age-restricted products to kids!"



Given under my hand and the great
seal of the State of Rhode Island
and Providence Plantations,
this 7 day of September, 2017


Gina M. Raimondo
Governor


Nellie M. Gorbea
Secretary of State