



State of Rhode Island  
GUBERNATORIAL PROCLAMATION

**We Card Awareness Month**

**WHEREAS**, state and federal law prohibits the sale of tobacco, vapor products, alcohol, e-cigarettes to underage persons; and

**WHEREAS**, underage youth vaping has risen at alarming levels according to FDA reports of government studies; 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 vapor products and other age-restricted product sales to underage youth; and

**WHEREAS**, 2020 marks 25 years of education and training and the anniversary year of 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**, 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.

**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 NECSEMA and 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 the month of September 2020 to be



Given under my hand and the great  
seal of the State of Rhode Island,  
this 11<sup>th</sup> day of September 2020

Gina M. Raimondo  
Governor

Nellie M. Gorbea  
Secretary of State