

State of South Carolina

Governor's Proclamation

WHEREAS, South Carolina law prohibits the sale of tobacco products, cigarette papers, alternative nicotine products, and e-cigarettes to persons under the age of 18; and

WHEREAS, *We Card* Awareness Month is a retail education and training effort to boost 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 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 South Carolina retailers through *We Card's* website; and

WHEREAS, the Palmetto State benefits from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, I, Henry McMaster, Governor of the great State of South Carolina, do hereby proclaim September 2017 as

WE CARD AWARENESS MONTH

throughout the state and encourage all South Carolinians to work together to prevent the sale of tobacco and other age-restricted products to minors and help improve the quality of life for people in the Palmetto State.



A handwritten signature in black ink, reading "Henry McMaster".

HENRY MCMASTER
GOVERNOR
STATE OF SOUTH CAROLINA