

EXECUTIVE PROCLAMATION

OFFICE OF THE GOVERNOR STATE OF SOUTH DAKOTA

WHEREAS, South Dakota law prohibits the sale of tobacco and vapor products to persons under the age of 18; and

WHEREAS, underage youth vaping is 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 South Dakota 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, 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, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products 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; 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 Dakota retailers through We Card's website; and

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

NOW, THEREFORE, I, KRISTI NOEM, Governor of the State of South Dakota, do hereby proclaim September 2019, as

WE CARD AWARENESS MONTH

in South Dakota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Twentieth Day of September in the Year of Our Lord, Two Thousand and Nineteen.



Kristi Noem
Governor of South Dakota

ATTEST:

Steven J. Barnett
Secretary of State