

**EXECUTIVE PROCLAMATION
OFFICE OF THE GOVERNOR
STATE OF SOUTH DAKOTA**

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products 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 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; 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

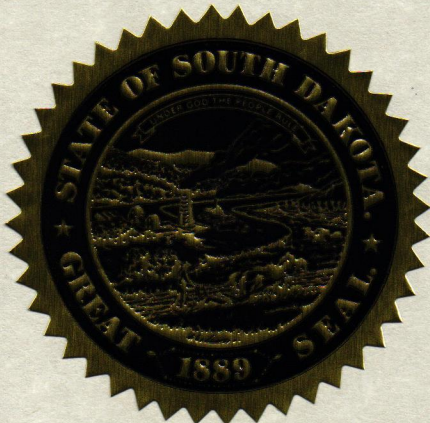
WHEREAS, South Dakota will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

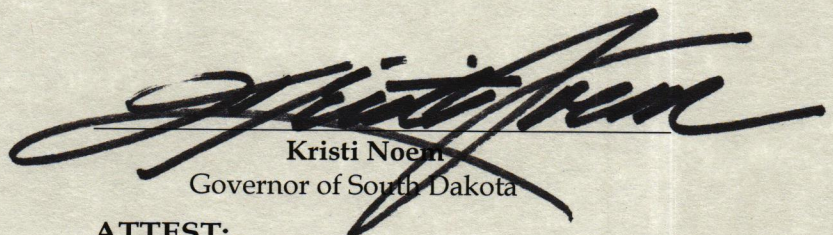
NOW, THEREFORE, I, KRISTI NOEM, Governor of the State of South Dakota, do hereby proclaim September 30, 2020, as

WE CARD AWARENESS MONTH

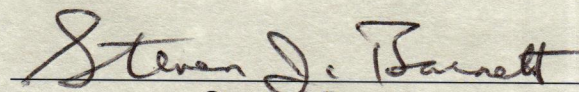
in South Dakota.

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 Fourth Day of August in the Year of Our Lord, Two Thousand and Twenty.




Kristi Noem
Governor of South Dakota

ATTEST:


Steven J. Barnett
Secretary of State