



STATE OF TENNESSEE

PROCLAMATION

BY THE GOVERNOR

WHEREAS, Tennessee law prohibits the sale of tobacco products, bidis and vapor products, e-cigarettes, and smoking paraphernalia, to persons under the age of 18; and

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

WHEREAS, We Card is endorsed by the Tennessee Coalition For Responsible Tobacco Retailing, Tennessee Farm Bureau Federation, Tennessee Grocers and Convenience Store Association, Tennessee Fuel & Convenience Store Association and the Tennessee Retail Association; and

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

NOW THEREFORE, I, Bill Haslam, Governor of the State of Tennessee, do hereby proclaim the month of September, 2017 as

"We Card" Awareness Month

in Tennessee and encourage all citizens to join me in this worthy observance.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this thirty-first day of July, 2017.



Bill Haslam

Governor

Joe Mangott

Secretary of State