

The State of Washington



Proclamation

WHEREAS, Washington state and federal law prohibits the sale of tobacco and vapor products to persons under twenty-one years of age and 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 Washington state 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 by 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 Washington state retailers through *We Card's* website. Additionally, *We Card* is endorsed by the Washington Food Industry Association, the Washington Retailers Association, and Northwest Grocery Association and Washington state will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors; and

WHEREAS, the Washington State Department of Health and Liquor & Cannabis Board are committed to reduce the number of youth who develop a lifelong addiction to nicotine and will continue to collaborate with the retail community to accomplish that goal;

NOW THEREFORE, I, Jay Inslee, Governor of the state of Washington, do hereby proclaim the month of September 2020 to be

We Card Awareness Month

in Washington state, and encourage all retailers to participate in "*We Card Awareness Month*" and to let their customers know that "In Washington state, we don't sell tobacco, vapor products and other age-restricted products to kids!"



Signed this 9th day of September, 2020

Governor Jay Inslee