

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; Wisconsin law prohibits the sale of tobacco products, 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 Wisconsin 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 Wisconsin retailers through *We Card’s* website; and

WHEREAS; “We Card” is endorsed by the Wisconsin Merchants Federation, Wisconsin Petroleum Marketers and Convenience Store Association, Tavern League of Wisconsin, Wisconsin Grocers Association, Wisconsin Restaurant Association, and Wisconsin Association of Distributors, and Wisconsin will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

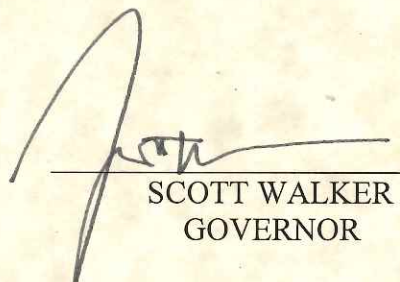
NOW, THEREFORE, I, Scott Walker, Governor of the State of Wisconsin,
do hereby proclaim September 2017 as

“WE CARD” AWARENESS MONTH

throughout the State of Wisconsin and I commend this observance to all of our citizens.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 2nd day of August 2017.




SCOTT WALKER
GOVERNOR

By the Governor:


DOUGLAS LA FOLLETTE
Secretary of State