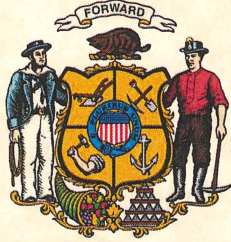


# STATE of WISCONSIN



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*; 2019 is the 24<sup>th</sup> anniversary year of the national non-profit organization, THE "WE CARD" PROGRAM INC., which provides 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 the "We Card" website; and

*WHEREAS*; "We Card" is endorsed by a variety of important groups and partners throughout the state, and Wisconsin benefits from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim September 2019 as

### "WE CARD" AWARENESS MONTH

throughout the State of Wisconsin and I commend this observance to all 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 15<sup>th</sup> day of August 2019.

*Tony Evers*

TONY EVERS  
GOVERNOR

By the Governor:

*Douglas La Follette*

DOUGLAS LA FOLLETTE  
Secretary of State