Proclamation

by Governor Patrick Morrisey

Whereas, State and federal law prohibit the sale of tobacco, vapor, nicotine pouches, smokeless tobacco, and other age-restricted products, including electronic nicotine delivery systems (ENDS) such as e-cigarettes, e-cigars, e-pipes, vape pens, e-hookahs, alternative nicotine products, to persons under the legal minimum age; and

Whereas, We Card Awareness Month is a retail education and training initiative designed to increase West Virginia retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and to identify, prevent, and deny sales of tobacco, vapor, nicotine pouches, and other age-restricted products to underage persons; and

Whereas, 2026 marks 31 years of education and training efforts by the national nonprofit organization, THE "WE CARD" PROGRAM, INC., which has helped retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

Whereas, We Card and The West Virginia Coalition for Responsible Tobacco Retailing are working to increase retailer and public awareness of social sources of tobacco, vapor, and nicotine pouches products, which according to Center for Disease Control Prevention research account for approximately 79% of the ways underage individuals report obtaining vapor products, including through adult purchases, sharing, borrowing, or other indirect means; and

Whereas, retailers are taking the "We Card Retailer Pledge" to identify and deny attempts by underage persons to purchase tobacco, vapor, nicotine pouches, and other age-restricted products, and to prevent purchases by adults on behalf of underage individuals where reasonable suspicion exists; and

Whereas, We Card's in-store educational materials, online training programs, and "ID Check-Up" mystery shopping service are available to all West Virginia retailers through the organization's website; and

Whereas, We Card is endorsed by The West Virginia Coalition for Responsible Tobacco Retailing and West Virginia benefits from a responsible retailing community committed to preventing underage access to tobacco and other age-restricted products.

Now, Therefore, Be it Resolved that I, Patrick Morrisey, Governor of the Great State of West Virginia, do hereby proclaim ***September 2026*** as:

We Card Awareness Month

in the Mountain State and encourage all citizens to join me in observance.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of West Virginia to be affixed.

Done at the Capitol, City of Charleston, State of West Virginia, this the Twenty-Second Day of September, in the year of our Lord, Two Thousand Twenty-Six, and in the One Hundred Sixty-Fourth Year of the State.

Patrick Morrisey

Patrick Morrisey
Governor

By the Governor:

Kris Warner

Kris Warner
Secretary of State