

Governor's Proclamation



WHEREAS, Wyoming law prohibits the sale of tobacco products – any substance containing tobacco leaf or any product made or derived from tobacco that contains nicotine – including, but not limited to, cigarettes, electronic cigarettes, cigars, pipe tobacco, snuff, chewing tobacco or dipping tobacco to persons under the age of 18; and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost Wyoming retailers' awareness and participation in responsible retailing efforts to comply with federal, state and local laws and to identify, prevent and deny tobacco and other age-restricted product sales to minors; and

WHEREAS, 2017 is the 22nd anniversary of the national non-profit "WE CARD" PROGRAM INC. This organization provides training and education to the retail community to help retailers comply with age-restricted product laws; and

WHEREAS, We Card in-store training and education materials, online training and mystery shopping "ID Check-Up" are available to all Wyoming retailers through We Card's website; and

WHEREAS, We Card is endorsed by the Wyoming Coalition for Responsible Tobacco Retailing, consisting of the Rocky Mountain Food Industry Association, Colorado/Wyoming Petroleum Marketers and Convenience Store Association, Wyoming Retail Merchants Association and the Wyoming Wholesalers and Coin Operators Association; and

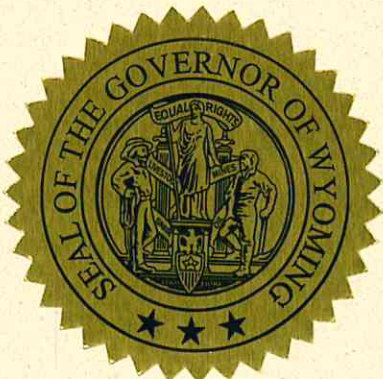
WHEREAS, Wyoming citizens will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.


NOW THEREFORE, I, MATTHEW H. MEAD, Governor of the State of Wyoming, do hereby proclaim September, 2017 as

WE CARD AWARENESS MONTH

in Wyoming, and encourage all Wyoming retailers to participate in "We Card Awareness Month" and to let their customers know that in the State of Wyoming, we don't sell tobacco and other age-restricted products to kids!

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Executive Seal of the Governor of Wyoming to be affixed this 15 day of September, 2017.




Matthew H. Mead
Governor