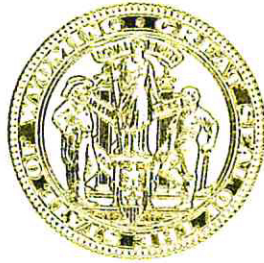


# Governor's Proclamation



## WE CARD AWARENESS MONTH

**WHEREAS**, Wyoming law prohibits the sale of tobacco and vapor products – any substance containing tobacco 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**, underage youth vaping is 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 Wyoming retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and to identify, prevent and deny tobacco and vapor products and other age-restricted product sales to underage youth; and

**WHEREAS**, 2019 is the 24th 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**, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products 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 Wyoming retailers through We Card's website; and

**WHEREAS**, We Card is endorsed by the Wyoming Coalition of Responsible Tobacco Retailing, consisting of the Wyoming Petroleum Marketers Association and Convenience Store Association, the Wyoming State Liquor Association, the Rocky Mountain Food Industry Association, the Wyoming Retail Merchants Association, the Wyoming Lodging and Restaurant Association and the Wyoming Wholesales and Coin Operators Association, and Wyoming will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

**NOW THEREFORE, I, Mark Gordon**, Governor of the State of Wyoming, do hereby proclaim the month of September 2019 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 Wyoming, we don't sell tobacco, vapor products and other age-restricted products to kids!"

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Great Seal of the State of Wyoming to be affixed this September 9, 2019.



A handwritten signature in blue ink, reading "Mark Gordon", is written over a horizontal line.

The Honorable Mark Gordon  
33<sup>rd</sup> Governor of the Great State of Wyoming