



Proclamation

By the Governor of Alabama

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products to underage persons; and

WHEREAS, underage youth vaping has risen 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 Alabama retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and vapor products and other age-restricted product sales to underage youth; and

WHEREAS, 2021 marks 26 years of education and training of the national non-profit organization, THE "WE CARD" PROGRAM INC. – which has been helping 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 to identify 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 Alabama retailers through We Card's website;

NOW, THEREFORE, I, Kay Ivey, Governor of Alabama, do hereby proclaim September 2021, as

We Card Awareness Month

in the state of Alabama.



Given Under My Hand and the Great Seal of the Office of the Governor at the State Capitol in the City of Montgomery on the 22nd day of September 2021.

Kay Ivey

Kay Ivey, Governor