



Proclamation

By the Governor of Alabama

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products to underage persons. Underage youth vaping has risen at alarming levels according to U.S. Food and Drug Administration (FDA) reports of government studies; and

WHEREAS, We Card Awareness Month is a retail education and training effort to increase 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, 2026 marks 31 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, Alabama continues to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to Centers for Disease Control and Prevention (CDC) research data, comprises approximately 79 percent of the ways in which those underage report getting tobacco and vapor products; 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 purchases on behalf of those underage where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person:

NOW, THEREFORE, I, Kay Ivey, Governor of Alabama, do hereby proclaim September 2026, 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 27th day of August
2026.*

Kay Ivey
Kay Ivey, Governor