

# Proclamation

## by Governor Jim Justice

- 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 West Virginia 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,** 2022 marks 27 years of education and training and the anniversary year 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,** We Card and the State of West Virginia are working to create a greater retailer and public awareness of social sources of tobacco and vapor products, which according to CDC research data, comprises approximately 80% of the ways in which those underage report getting tobacco and vapor products (such as adult-for-underage purchases, bumming, or borrowing); 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 West Virginia retailers through We Card's website; and
- Whereas,** We Card is endorsed by the West Virginia Oil Marketers & Grocers Association, the West Virginia Wholesalers Association, and the State of West Virginia will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

**Now, Therefore,** Be it Resolved that I, Jim Justice, Governor of the Great State of West Virginia, do hereby proclaim *September 2022* as:

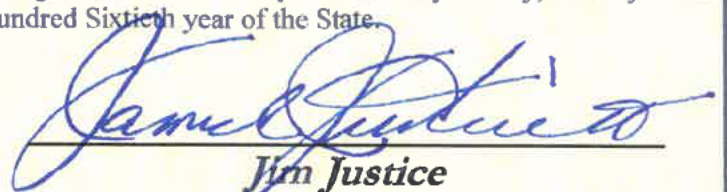
### *"We Card" Awareness Month*

in the Mountain State, and encourage all West Virginia retailers to participate in *We Card Awareness Month* and to let their customers know that in West Virginia, 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 West Virginia to be affixed.

**Done** at the Capitol, City of Charleston, State of West Virginia, this the Twenty-Seventh day of July, in the year of our Lord, Two Thousand Twenty-Two, and in the One Hundred Sixtieth year of the State.



  
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Jim Justice  
Governor

*By the Governor:*

  
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Mac Warner  
Secretary of State