

STATE OF NORTH DAKOTA

PROCLAMATION

WE CARD AWARENESS MONTH SEPTEMBER 2026

WHEREAS, We Card Awareness Month is an initiative designed to increase North Dakota retailers' awareness of and participation in responsible efforts to comply with federal, state and local laws and to identify, prevent and deny sales of tobacco, vapor, nicotine pouches, alcohol and other age-restricted products to underage people; and

WHEREAS, for 31 years, the "We Card" Program Inc. has worked to increase retailer and public awareness of social sources of age-restricted products, which according to the CDC account for approximately 79% of the ways underage individuals report obtaining them, including through adult purchases, sharing, borrowing or other indirect means; and

WHEREAS, retailers are taking the "We Card Retailer Pledge" to identify and deny attempts by underage persons to purchase tobacco, vapor, nicotine pouches and other age-restricted products, and to prevent purchases by adults on behalf of underage individuals where reasonable suspicion exists; and

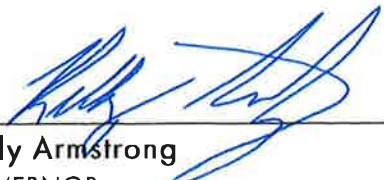
WHEREAS, We Card's in-store educational materials, online training programs and "ID Check-Up" mystery shopping service are available to all North Dakota retailers through the organization's website; and

WHEREAS, We Card benefits from a responsible retailing community committed to preventing underage access to tobacco and other age-restricted products.

WHEREAS,

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim
SEPTEMBER 2026, **WE CARD AWARENESS MONTH** in the State of North Dakota.




Kelly Armstrong
GOVERNOR

ATTEST: 
Michael Howe
SECRETARY OF STATE