

STATE OF NORTH DAKOTA

PROCLAMATION

WE CARD AWARENESS MONTH SEPTEMBER 2025

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products, electronic smoking devices and alternative nicotine products to underage persons, and 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 North Dakota 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, 2025 marks 30 years of education and training of the national nonprofit organization, The "We Card" Program Inc., to help the retail community comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS, We Card is working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprise approximately 79% of the ways in which those underage report getting tobacco and vapor products (such as adult-for-underage purchases, bumming and 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 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; 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 North Dakota retailers through We Card's website; and

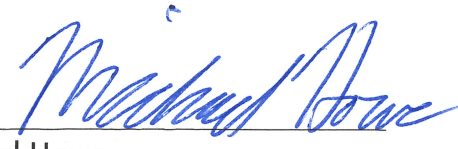
WHEREAS, North Dakota will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim
September 2025, WE CARD AWARENESS MONTH in the State of North Dakota.




Kelly Armstrong
GOVERNOR

ATTEST:


Michael Howe
SECRETARY OF STATE