

STATE OF NORTH DAKOTA

PROCLAMATION

WE CARD AWARENESS MONTH SEPTEMBER 2019

WHEREAS, North Dakota law prohibits the sale of tobacco products, electronic smoking devices and alternative nicotine products to persons under the age of 18; 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 other age-restricted product sales to minors; and

WHEREAS, 2019 is the 24th anniversary year of the national nonprofit organization, The "We Card" Program Inc., which provides training and education to the retail community to help retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

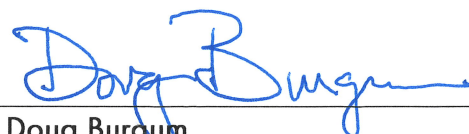
WHEREAS, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products and deny adult-for-underage person purchases where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person; and

WHEREAS, the We Card in-store training and education materials, 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, all North Dakotans 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 2019, WE CARD AWARENESS MONTH in the State of North Dakota.




Doug Burgum
GOVERNOR

ATTEST: 
Alvin A. Jaeger
SECRETARY OF STATE