

WHEREAS; Wisconsin has made great progress in preventing youth tobacco use, however, the issue of underage smoking and vaping persist, especially with the move from traditional cigarettes to flavored cigars and e-cigarettes; and

WHEREAS; while state and federal law prohibits the sale of tobacco and vapor products to underage persons, many of these products continue to target young people; and

WHEREAS; 2023 marks 28 years of education and training through the “We Card” Program, a national non-profit organization that helps retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS; “We Card” Awareness Month is a retail education and training effort to boost awareness and participation in responsible retailing efforts to identify, prevent, and deny tobacco, vapor, and other age-restricted product sales to underage youth; and

WHEREAS; the Wisconsin Association of Distributors and the “We Card” program are working to create greater awareness of the social sources of tobacco and vapor products, such as adults purchasing for underage persons, individuals sharing products, and borrowing; and

WHEREAS; retailers statewide are taking the “We Card Retailer Pledge” to identify and deny underage attempts to purchase tobacco and vapor products and stop adult purchases on behalf of those underage individuals; and

WHEREAS; on this occasion, retailers across Wisconsin are reminded that in-store and online training and education materials, and a mystery shopping service known as “ID Check-Up” are all available to them through the “We Card” website; and

WHEREAS; this month, the state of Wisconsin reaffirms its commitment to supporting responsible retailing and preventing tobacco, vapor product, and other age-restricted product sales for the benefit of all Wisconsin’s kids and families;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 2023 as

“WE CARD” AWARENESS MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 18th day of August 2023.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State