

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

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

WHEREAS; the “We Card” Program is a national non-profit organization that helps retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS; for 30 years, the “We Card” Program has encouraged education and training to boost awareness and participation in responsible retailing to identify, prevent, and deny tobacco, vapor, and other age-restricted product sales to underage youth; and

WHEREAS; many dedicated organizations and advocates across Wisconsin, including 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; retailers across Wisconsin are reminded that in-store and online training and education materials, as well as 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 products, 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 2025 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 12th day of August 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State