

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

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

WHEREAS; 2020 marks 25 years of education and training through the national non-profit organization, the “We Card” Program, Inc., which has been helping 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 Wisconsin retailers’ awareness of and participation in responsible retailing efforts to identify, prevent, and deny tobacco, vapor, and other age-restricted product sales to underage youth; and

WHEREAS; Wisconsin retailers are reminded that in-store training and education materials, an online training program, and a mystery shopping service – “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 a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors for the benefit of all our state’s kids and families;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 2020 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 17th day of September 2020.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State