

# Proclamation

## by Governor Jim Justice

- Whereas,** State and Federal law prohibits the sale of tobacco and vapor products to underage persons; and
- Whereas,** 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 West Virginia 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,** 2024 marks 29 years of education and training of 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 is working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprises approximately 80% of the ways in which those underage report getting tobacco & 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's in-store training and education materials, its online training program, and its mystery shopping service "ID Check-Up" are available to all West Virginia retailers through We Card's website.

**Now, Therefore,** Be it Resolved that I, Jim Justice, Governor of the Great State of West Virginia, do hereby proclaim *September 2024* as:


### *We Card Awareness Month*

in the Mountain State and encourage all citizens to join me in this observance.


**In Witness Whereof,** I have hereunto set my hand and caused the Great Seal of the State of West Virginia to be affixed.

**Done** at the Capitol, City of Charleston, State of West Virginia, this the Twenty-Fifth day of June, in the year of our Lord, Two Thousand Twenty-Four, and in the One Hundred Sixty-Second year of the State.



  
Jim Justice  
Governor

*By the Governor:*

  
Mac Warner  
Secretary of State