State of North Carolina

ROY COOPER
GOVERNOR

WE CARD AWARENESS MONTH

2017

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, North Carolina 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 an education and training effort to boost North Carolina retailers' awareness of and participation in responsible practices to comply with federal, state, and local laws by identifying, preventing, and denying tobacco and other age-restricted product sales to minors; and

WHEREAS, 2017 is the 22nd anniversary year of the "We Card" Program, Inc., a national non-profit organization which provides training and education to help retailers comply with age-restricted product laws and serve their communities responsibly; and

WHEREAS, We Card's in-store training and education materials, online training program, and mystery shopping service – "ID Check-Up" – are available to all North Carolina retailers through their website (www.wecard.org); and

WHEREAS, We Card is endorsed by the North Carolina Association of Convenience Stores, North Carolina Retail Merchants Association, North Carolina Petroleum Marketers Association, and North Carolina Wholesalers Association; and

WHEREAS, North Carolina will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim September, 2017, as **"WE CARD AWARENESS MONTH"** in North Carolina, and commend its observance to all citizens.

_____
Roy Cooper
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this twenty-eighth day of August in the year of our Lord two thousand and seventeen and of the Independence of the United States of America the two hundred and forty-first.