



# State of North Carolina

**ROY COOPER**  
GOVERNOR

**WE CARD AWARENESS MONTH**

**2019**

**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**, 2019 marks the 24<sup>th</sup> anniversary of the "We Card" Program, Inc., a national nonprofit 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; and

**WHEREAS**, We Card is endorsed by the North Carolina Association of Convenience Stores, the North Carolina Retail Merchants Association, the North Carolina Petroleum Marketers Association, and the 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, 2019, 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 eighteenth day of September in the year of our Lord two thousand and nineteen and of the Independence of the United States of America the two hundred and forty-fourth.