The State of Washington

(Seal of the State of Washington, 1889)

Proclamation

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 reports from the U.S. Food and Drug Administration; and

WHEREAS, 2022 marks 27 years of education and training provided by 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 and the Washington Food Industry Association encourage retailers to take the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products and to identify and deny other social sources (such as adult-for-underage purchases and borrowing), which, according to CDC research data, comprises approximately 80 percent of the ways in which those who are underage report getting tobacco & vapor products; and

WHEREAS, *We Card Awareness Month* is a retail education and training effort to boost Washington state 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 We Card in-store training and education materials, online training program, and the mystery shopping service known as, "ID Check-Up," are available to all Washington state retailers through We Card's website, wecard.org;

NOW THEREFORE, I, Jay Inslee, Governor of the state of Washington, do hereby proclaim the month of September 2022 to be

We Card Awareness Month

in Washington, and I encourage all Washington state retailers to participate in *"We Card Awareness Month"* and let their customers know that "In Washington state, we don't sell tobacco, vapor products and other age-restricted products to kids!"

Signed this 25ᵗʰ day of August, 2022

(signature)

Governor Jay Inslee