State of Colorado

Proclamation

WHEREAS, Colorado law prohibits the sale of tobacco, vapor, and nicotine products to underage persons; and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost Colorado retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify, prevent, and deny tobacco, nicotine, and vapor products and other age-restricted product sales to underage youth; and

WHEREAS, 2026 marks 31 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 and Colorado Petroleum Marketers Association are working to create greater retailer and public awareness of social sources of tobacco, nicotine and vapor products, which, according to CDC research data, comprises approximately 79% 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 in-store training and education materials, its online training program, and its mystery shopping service "ID Check-Up" are available to all Colorado retailers through We Card's website; and

WHEREAS, state retailers are following and complying with FDA -PMTA authorization rules and regulations; and

WHEREAS, We Card is endorsed by the Colorado Petroleum Marketers Association and Colorado will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

THEREFORE, I, Jared Polis, Governor of the State of Colorado, do hereby proclaim the month of September, 2026, as

WE CARD AWARENESS MONTH

in the State of Colorado.

GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of September, 2026

Jared Polis
Governor