**For Distributors**

The We Card Program encourages distributors to help communicate this important new program for the retail industry.

Consider using this example text in your Newsletter or Email communications to your retail customers.

Compliment this text with one of the graphics or ads available to distributors at:

**wecard.org/social-sourcing-distributors-resources**

**Example Newsletter or Email Text**

To encourage retailers to participate

in this new We Card program.

**XXX Your Company Name XXX Supports New We Card Program to Address “Social Sourcing”**

We Card is rolling out a new program to address the problem of “social sourcing” of tobacco and vaping products (such as adult purchases on behalf of those underage.) xxxxxx your company name here XXXX is proud to support this effort.

For many years now, retailers have improved compliance with age-restricted product laws (to 80-90%) while “social sourcing” — the gifting, proxy purchase by another, or transfer from one to another, such as “bumming” or “borrowing” — continues to rise unchecked.

We Card has a FREE Kit of in-store program materials for retailers to help address the problem. Kits are available to order for free at [www.wecard.org/Free-Kit](http://www.wecard.org/Free-Kit) -- Two options are available. Both were field-tested with retailers and consumers. Choose the one best-suited for your store.