



— State of —
North Dakota
Office of the Governor

Doug Burgum
Governor

PROCLAMATION
WE CARD AWARENESS MONTH
SEPTEMBER 2017

WHEREAS, North Dakota law prohibits the sale of tobacco products, electronic smoking devices, and alternative nicotine products to persons under the age of 18; and

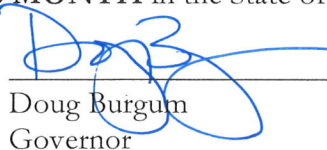
WHEREAS, We Card Awareness Month is a retail education and training effort to boost North Dakota retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws; to identify, prevent and deny tobacco and other age-restricted product sales to minors;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

WHEREAS, 2017 is the 22nd anniversary year of the national nonprofit organization The "We Card" Program Inc, which provides training and education to the retail community to help retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS, the We Card in-store training and education materials, online training program and its mystery shopping service "ID Check-Up," are available to all North Dakota retailers through We Card's website; and


WHEREAS, We Card is endorsed by the North Dakota Grocers Association, North Dakota Retail Association, North Dakota Petroleum Marketers Association and the North Dakota Hospitality Association. All North Dakotans will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim September 2017, **WE CARD AWARENESS MONTH** in the State of North Dakota.



Doug Burgum
Governor

ATTEST:



Alvin A. Jaeger
Secretary of State