



STATE OF NEW MEXICO **EXECUTIVE OFFICE** SANTA FE, NEW MEXICO

Proclamation

WHEREAS, NEW MEXICO LAW PROHIBITS THE SALE OF TOBACCO PRODUCTS, E-CIGARETTES AND LIQUID NICOTINE CONTAINERS TO PERSONS UNDER THE AGE OF 18; AND

WHEREAS, THE NONPROFIT ORGANIZATION, THE *WE CARD* PROGRAM INC., WILL CELEBRATE ITS 22ND ANNIVERSARY IN 2017; AND

WHEREAS, *WE CARD* AWARENESS MONTH IS A RETAIL EDUCATIONAL AND TRAINING EFFORT DESIGNED TO BOOST NEW MEXICO RETAILERS' AWARENESS OF, AND PARTICIPATION IN, RESPONSIBLE RETAILING PRACTICES TO COMPLY WITH FEDERAL, STATE, AND LOCAL LAWS, AND TO IDENTIFY, PREVENT AND DENY TOBACCO AND OTHER AGE-RESTRICTED PRODUCT SALES TO MINORS; AND

WHEREAS, THE *WE CARD* IN-STORE TRAINING AND EDUCATIONAL MATERIALS, THE ONLINE TRAINING PROGRAM, AND ITS MYSTERY SHOPPING SERVICE "ID CHECK-UP" ARE AVAILABLE TO ALL NEW MEXICO RETAILERS THROUGH THE *WE CARD* WEBSITE; AND

WHEREAS, *WE CARD* IS ENDORSED BY THE NEW MEXICO GROCERS ASSOCIATION, THE NEW MEXICO RESTAURANT ASSOCIATION, THE NEW MEXICO PETROLEUM MARKETERS ASSOCIATION AND THE NEW MEXICO RETAIL ASSOCIATION; AND

WHEREAS, NEW MEXICO WILL GREATLY BENEFIT FROM A RESPONSIBLE RETAILING COMMUNITY THAT SUCCESSFULLY PREVENTS TOBACCO AND OTHER AGE-RESTRICTED PRODUCT SALES TO MINORS;

NOW, THEREFORE, I, SUSANA MARTINEZ, GOVERNOR OF THE STATE OF NEW MEXICO, DO HEREBY PROCLAIM THE MONTH OF SEPTEMBER 2017 AS

"*WE CARD* AWARENESS MONTH"

THROUGHOUT THE STATE OF NEW MEXICO, AND ENCOURAGE ALL NEW MEXICO RETAILERS TO PARTICIPATE IN THE *WE CARD* AWARENESS MONTH TO LET THEIR CUSTOMERS KNOW THAT "IN NEW MEXICO, WE DON'T SELL TOBACCO OR OTHER AGE-RESTRICTED PRODUCTS TO OUR KIDS!"

SIGNED AT THE EXECUTIVE OFFICE
THIS 22ND DAY OF AUGUST, 2017.

ATTEST:

WITNESS MY HAND AND THE GREAT
SEAL OF THE STATE OF NEW MEXICO.

MAGGIE TOULOUSE OLIVER
SECRETARY OF STATE

SUSANA MARTINEZ
GOVERNOR

