State of South Carolina

Governor's Proclamation

WHEREAS, state and federal laws prohibit the sale of tobacco, vapor, nicotine pouches, and other age-restricted products to persons under the legal minimum age; and

WHEREAS, *We Card* Awareness Month is a retail education and training initiative designed to increase South Carolina retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify, prevent, and deny sales of tobacco, vapor, nicotine pouches and other age-restricted product sales to underage persons; and

WHEREAS, 2026 marks 31 years of education and training by the national non-profit organization, THE *"WE CARD"* PROGRAM INC. - which has helped retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS, *We Card* and the South Carolina Coalition for Responsible Tobacco Retailing are working to increase retailer and public awareness of social sources of tobacco, vapor, and nicotine pouch products, which, according to the Centers for Disease Control and Prevention research data, account for approximately 79% of the ways in which those underage report getting tobacco and vapor products; and

WHEREAS, retailers are taking the "*We Card* Retailer Pledge" to identify and deny attempts by underage persons to purchase tobacco, vapor, nicotine pouches, and other age-restricted products and to prevent purchases by adults on behalf of underage individuals where reasonable suspicion exists; and

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

WHEREAS, the Palmetto State will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, I, Henry Dargan McMaster, Governor of the great State of South Carolina, do hereby proclaim September 2026 as

WE CARD AWARENESS MONTH

throughout the state and encourage all South Carolinians to work together to prevent the sale of tobacco and other age-restricted products to minors.

HENRY DARGAN MCMASTER
GOVERNOR
STATE OF SOUTH CAROLINA