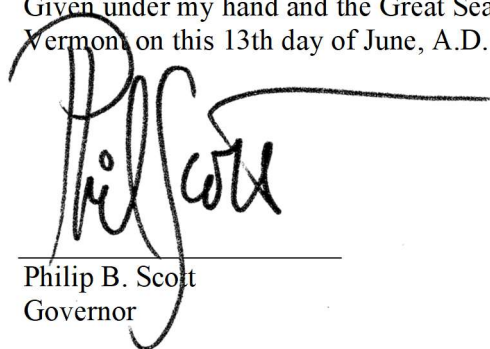


State of Vermont
Executive Department
A Proclamation

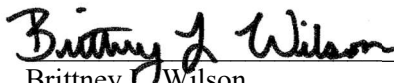
- WHEREAS,** state and federal law prohibits the sale of tobacco and vapor products to underage purchasers; and
- WHEREAS,** underage youth vaping has risen at alarming levels according to FDA reports of government studies; and
- WHEREAS,** We Card Awareness Month is a retail education and training effort to boost Vermont retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and to identify, prevent, and deny tobacco and vapor products and other age-restricted product sales to underage youth; and
- WHEREAS,** 2024 marks 29 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 is working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprises approximately 79% of the ways in which those underage report getting tobacco and 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 Vermont retailers through We Card's website.
- NOW, THEREFORE,** I, Philip B. Scott, Governor, hereby proclaim September 2024 as

WE CARD AWARENESS MONTH
in Vermont.

Given under my hand and the Great Seal of the State of Vermont on this 13th day of June, A.D. 2024.


Philip B. Scott
Governor




Brittney J. Wilson
Secretary of Civil and Military Affairs