



Executive Department
State of Idaho

The Office of the Governor
Proclamation

State Capitol
Boise

WHEREAS, Idaho prohibits the sale of tobacco products to persons under the age of 18;
and

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

WHEREAS, 2015 is the 20th anniversary year of the national non-profit organization, THE "WE CARD" PROGRAM INC. – providing 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, We Card in-store training and education materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Idaho retailers through We Card's website; and

WHEREAS, We Card is endorsed by the Idaho Retailers Association and Alcohol Beverage Control and Idaho will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, C.L. "Butch" Otter, Governor of the State of Idaho, do hereby proclaim the month of September, 2015 to be

WE CARD AWARENESS MONTH

in Idaho, and I encourage all Idaho retailers to participate in "We Card Awareness Month" and to let their customers know that "In Idaho, we don't sell tobacco and other age-restricted products to kids!"



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at the Capitol in Boise on this 3rd day of September in the year of our Lord two thousand and fifteen and of the Independence of the United States of America the two hundred fortieth and of the Statehood of Idaho the one hundred twenty-sixth.

C.L. "BUTCH" OTTER
GOVERNOR

LAWRENCE DENNEY
SECRETARY OF STATE