

Proclamation

by Governor Patrick Morrisey

- Whereas,** state and federal law prohibits the sale of tobacco and vapor products to underage persons; 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 West Virginia retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and vapor products and other age-restricted product sales to underage youth; and
- Whereas,** 2025 marks 30 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 and the West Virginia Coalition for Responsible Retailing are working to create greater retailer and public awareness of social sources of tobacco, nicotine and vapor products, which, according to CDC research data, comprises approximately 79% of the ways in which those underage report getting tobacco & 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's in-store training and education materials, its online training program, and its mystery shopping service "ID Check-Up" are available to all West Virginia retailers through We Card's website; and
- Whereas,** We Card is endorsed by the West Virginia Coalition for Responsible Retailing and West Virginia will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

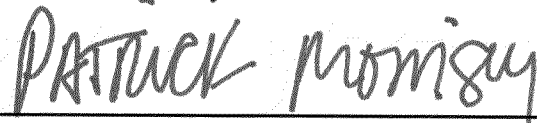
Now, Therefore, Be it Resolved that I, Patrick Morrisey, Governor of the Great State of West Virginia, do hereby proclaim *September 2025* as:

We Card Awareness Month

in the Mountain State and encourage all citizens to join me in this observance.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of West Virginia to be affixed.

Done at the Capitol, City of Charleston, State of West Virginia, this the First day of September, in the year of our Lord, Two Thousand Twenty-Five, and in the One Hundred Sixty-Third Year of the State.



Patrick Morrisey
Governor

By the Governor:



Kris Warner
Secretary of State