



STATE OF TENNESSEE  
**PROCLAMATION**  
BY THE GOVERNOR

**WHEREAS**, Tennessee Code Annotated Title 39, Chapter 17, Part 15 prohibits the sale of tobacco products and electronic cigarettes to persons under the age of 18; and

**WHEREAS**, We Card Awareness Month is a retail education and training effort to boost Tennessee 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 20<sup>th</sup> 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 Tennessee retailers through We Card's website; and

**WHEREAS**, We Card is endorsed by the Tennessee Fuel & Convenience Store Association and the Tennessee Grocers & Convenience Store Association, and Tennesseans will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

**NOW, THEREFORE**, I, Bill Haslam, Governor of the State of Tennessee, do hereby proclaim the month of September, 2015 as

*We Card Awareness Month*

in Tennessee and encourage all citizens to join me in this worthy observance.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this eleventh day of August, 2015.



*Bill Haslam*

Governor

*Joe Hargett*

Secretary of State