

STATE OF MONTANA



Governor's Proclamation



WHEREAS, state and federal law prohibits the sale of tobacco, vapor products, and other restricted products to underage persons; and

WHEREAS, underage youth vaping has risen at alarming levels; and

WHEREAS, 2024 marks 29 years of education and training by the national non-profit organization, The "We Card" Program Inc., which has been helping retailers responsibly serve their communities; and

WHEREAS, according to Centers for Disease Control research data, retailers comprise approximately 79 percent of the way in which underage youth report getting tobacco and vapor products; and,

WHEREAS, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempting to purchase tobacco and vapor products, as well as adult purchases on behalf of those underage;

*NOW, THEREFORE, I, Greg Gianforte, Governor of the State of Montana, do hereby proclaim
September 2024*

WE CARD AWARENESS MONTH

in Montana to encourage all retailers to prevent and deny tobacco, vapor products, and other age-restricted product sales to underage youth.

GREG GIANFORTE
Governor