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Governor Evers Proclaims September 2019 “We Card Awareness” Month

WPMCA and its members have supported the initiative for 24 years to keep tobacco-related products away from minors

Madison, Wis. (September 5, 2019) – “It’s been 24 years since the national “We Card” retail program was launched to support retailers in combating youth access to tobacco and other age-restricted products,” said Matt Hauser, President/CEO of the Wisconsin Petroleum Marketers & Convenience Store Association. “This year, Wisconsin Governor Tony Evers proclaimed September 2019 as ‘[We Card Awareness](#)’ month to honor the efforts Wisconsin retailers are making to ensure that our young people stay away from tobacco products.”

When the We Card program started in 1995, 40-60% of minors succeeded in purchasing tobacco products. Today, that number has dropped substantially in Wisconsin, thanks to WPMCA members and their diligent retail employees. “Carding is commonplace for our members,” Hauser continues. “In addition to tobacco products, We Card also helps prevent e-vapor product sales to minors. We’re pleased that Governor Evers recognizes the significant contributions the industry is making to ensure tobacco products aren’t available to minors.”

During this fiscal year, the Federal Drug Administration has already completed 106,000 compliance checks nationwide. If you’d like to learn more about the We Card program, go to <https://www.wecard.org/>

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WPMCA represents over 2,000 independent petroleum marketers, convenience store owners, truck stop and travel plaza operators, automotive oil change outlets and other automotive service providers throughout Wisconsin. These companies sell over 80 percent of the motor fuel and nearly all the farm fuel and heating oil sold in Wisconsin. For more information, go to www.wpmca.org.