

WE CARD AWARENESS MONTH

September is We Card Awareness Month and 2015 marks the 20th Anniversary of the We Card Program and its service to the retail community to raise awareness of and compliance with tobacco and age-restricted product laws (now including e-vapor products.)

The Nevada Petroleum Marketers & Convenience Store Association (**NPM&CSA**) encourages all retailers to continue in their efforts to successfully identify and prevent age-restricted product sales to minors. In FFY 2013, Nevada retailers had a 1% retailer violation rate according to the Substance Abuse and Mental Health Services Administration, which administers the federal government's Synar program. Nevada was tied with Minnesota for the lowest violation rate in the country, and the national retailer violation rate was 9.6%.

Take up the challenge and make sure your company is doing everything possible to train and prepare your employees for success on the front lines. We Card resources include:

- *We Card's* 2016 materials will be available to order on **September 1st** at www.wecard.org.
- *We Card's* online training and its mystery shopping service — ID Check-Up, help equip your store employees with the knowledge while you can gauge their performance with mystery shops.
- **NEW** — *We Card NOW*, a smartphone mobile site with digital resources, an Age Calculator tool and a digital version of the *We Card* calendar along with training tips. Go to www.wecardnow.com.

“This program works for our Retailers and it works for Nevada! Our members are doing their part to eliminate youth smoking” Krueger said