

Jerry Miller
- Mrs Richmond
- Mrs Hampton

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TO: CJL, KD, EM, DL, HT



FYI. KC

cc: BM, TH, EB

COMMONWEALTH of VIRGINIA

Office of the Governor

James S. Gilmore, III
Governor

Dear Retailer:

We all have a responsibility to do our part to prevent the sale of tobacco products to minors. My administration has stepped up enforcement of minimum age laws for tobacco and promoted retailer education efforts that included classroom-training sessions last year. These efforts have helped the Commonwealth of Virginia improve rates of retailer compliance with the law. Retailers are to be commended for their efforts to prevent illegal sales. However, there is still work to be done.

Building on our efforts, I will continue to support the Coalition for Responsible Tobacco Retailing's "WE CARD" program. WE CARD is an effective retail awareness and education program designed to help retailers uphold youth access laws. As you know, selling tobacco products to minors is illegal in the Commonwealth of Virginia and could mean fines for store clerks or owners.

WE CARD is holding a free training seminar in your area. These seminars will help ensure that you and your employees understand Virginia's tobacco sales laws and how to comply with them. Representatives of the Alcoholic Beverage Commission will be on hand to provide an overview of Virginia law, our enforcement efforts and your responsibilities under the law. I hope you and your clerks can attend these important training seminars. Attached is a flyer that provides details about each upcoming seminar.

This effort is strongly supported by organizations throughout the state that share our goal of preventing tobacco sales to minors. These organizations include the Virginia Retail Merchants, Virginia Petroleum Marketers Association, Virginia Food Dealers Association, Virginia Gasoline Marketers Council, Virginia Wholesalers and Distributors Association and Philip Morris U.S.A.

Thank you for your ongoing efforts to prevent tobacco sales to minors. I am confident that by continuing to work together we can make a difference on this important issue.

To sign up for a seminar, or for more information about the WE CARD program, please call the Coalition for Responsible Tobacco Retailing at 1-888-872-4603.

Very truly yours,

James S. Gilmore, III
Governor of Virginia

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