



MERCHANT PLEDGE FORM

As a merchant and concerned community member, I am dedicated to protecting our children's health. I understand that in joining the COUNTER ACT campaign, I must be committed to reducing the amount of tobacco advertising in my store, and be in full compliance with all federal, state and local laws pertaining to tobacco sales to minors. Therefore, I agree to implement the following policies in my store:

- Check I.D. of anyone purchasing tobacco who appears to be under 27 years old.
- Eliminate all tobacco self-service displays (including chew tobacco, cigars, and vapor products).
- Remove tobacco advertising from places below three feet.
- Remove tobacco advertising close to candy displays.
- Remove tobacco advertising from counter tops and the surrounding areas.
- Post an official COUNTER ACT sticker at each cash register stating that the sale of tobacco to minors is illegal, as required by law.
- Reduce overall tobacco advertising in my store by ____ number of advertisements.
- Thoroughly train my employees to ask customers for I.D. and regularly remind them to do so.
- Thoroughly train my employees to detect fake I.D.s and give them regular updates on changes to government issued I.D.s.
- Other: _____

I understand that upon signing the pledge, I may receive recognition in local newspapers and other local media, as well as from other community organizations, businesses and individuals.

OWNER/MANAGER NAME

STORE NAME

SIGNATURE

DATE
