

MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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The Wisconsin WINS program partners with retailers, youth and law enforcement to reduce underage access to tobacco products. Pierce County Health Department conducts over 30 compliance checks each year to ensure retailers are checking IDs before selling tobacco products. In 2018, our failure rate has greatly improved to 11.7% of compliance checks from 20% in 2017. We congratulate all retailers who protect minors from harmful consequences of tobacco use. Freedom Valu Store in Ellsworth was randomly selected from successful vendors to receive recognition for properly checking IDs and not selling tobacco products to minors.



Pierce County Health Department WINS Coordinator
Michelle Madsen with Kari Lacy, Freedom Valu
Store Manager—Ellsworth (Top Left)
And Mandy Brenner Countryside Co-op Convenience Store Manager (Top Right)
END

To promote healthy behaviors, prevent disease and injury and protect against environmental hazards.