STATE LETTERHEAD OR PRESS RELEASE HEADER

**Contact:**

Name

Title

Phone Number

Email

FOR IMMEDIATE RELEASE

***[Governor’s Name*] Joins the National Governors Association (NGA), COVID Collaborative, and The Ad Council in a Commitment to Encourage Face Mask Usage in *[State]***  
*“Mask Up” campaign empowers Governors to use a shared set of face mask PSAs and messaging in order to stop the spread of COVID-19 and help keep businesses and schools open* *in [State]*

[*City and state; date of release*]—In partnership with the National Governors Association, COVID Collaborative, the Ad Council, the Infectious Diseases Society of America, *[state name]* and Governor *[Governor Name]* are joining the effort to expand the reach of “Mask Up,” a communications campaign launched by the Ad Council and Governor Cuomo earlier this year. The goal of this campaign is to motivate *[state]* citizens to wear face masks in order to stop the spread of COVID-19 and to help save lives and keep their states open.

Many *[state citizens]* are concerned about the impact of COVID-19 on the U.S. economy and their local economy. In [*state*], COVID-19 has resulted in an economic loss of roughly [*estimated amount of economic loss] dollars* and *[estimated number of jobs lost in your state]* lost jobs.

Additionally, the health and public safety concerns of COVID-19 remain ever-present. *[state]* has experienced *[# of people diagnosed in your state]* COVID-19 diagnoses and [*total COVID-19-related deaths*] deaths since March. [*Add any more recent COVID-19 state info*].  
  
*[Note for NGA: You can find accurate COVID-19 reporting data about your state on* [*COVID Act Now’s website*](https://covidactnow.org/?s=1173285)*.]*

To slow the spread of COVID-19 and help keep schools and businesses safe and open in their state, the “Mask Up” campaign from the NGA and Ad Council focuses on the importance of wearing face masks. Face masks are the fastest way to get kids back to school, employees back to work, and improve the economy by helping to lower community transmission. As of Oct. 2020, it is estimated that if 95% of the people in the US were to wear masks when leaving their homes, nearly 100,000 lives could be saved by Jan. 1.[[1]](#footnote-1) The campaign includes TV, online video, radio, and outdoor PSAs that will run in donated time and space throughout *[state]* and the country.  
  
*[Quote from Governor on their participation in the campaign]*

This campaign is the latest in the Ad Council’s COVID-19 efforts, which began shortly after the pandemic was declared by the World Health Organization in mid-March. Since launch, over three-fourths of all Americans have seen one of the Ad Council’s COVID-19 campaigns.

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**DATA SOURCE**  
*[Include where the above datapoints are sourced from]*

**ABOUT STATE/GOVT OFFICE**  
*[Include appropriate boilerplate]*

**ABOUT NATIONAL GOVERNORS ASSOCIATIONS (NGA)**  
[The National Governors Association](https://natlgovassoc.wpengine.com/about/)—the bipartisan organization of the nation’s Governors—promotes visionary state leadership, shares best practices and speaks with a collective voice on national policy. Its members are the Governors of the 50 states and five territories.

**ABOUT COVID COLLABORATIVE**  
COVID Collaborative is a national, bipartisan platform that has brought together leading experts and institutions in health, education, and the economy to tackle the COVID-19 crisis.

**ABOUT THE AD COUNCIL**The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization’s earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving information to millions of Americans.

The Ad Council is where creativity and causes converge. The non-profit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation’s most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. Friends Don’t Let Friends Drive Drunk. Smokey Bear. Love Has No Labels.

The Ad Council’s innovative social good campaigns raise awareness, inspire action and save lives. To learn more, visit [AdCouncil.org](http://www.adcouncil.org/), follow the Ad Council’s communities on [Facebook](http://www.facebook.com/adcouncil) and [Twitter](http://www.twitter.com/adcouncil), and view the creative on [YouTube](http://www.youtube.com/adcouncil).

**ABOUT THE INFECTIOUS DISEASES SOCIETY OF AMERICA**  
  
The [Infectious Diseases Society of America (IDSA)](https://www.idsociety.org/) is a community of over 12,000 physicians, scientists and public health experts who specialize in infectious diseases. Our mission is to improve the health of individuals, communities, and society by promoting excellence in patient care, education, research, public health, and prevention relating to infectious diseases. Learn more at [www.idsociety.org](https://www.idsociety.org/).

1. [Institute for Health Metrics and Evaluation](https://covid19.healthdata.org/united-states-of-america) [↑](#footnote-ref-1)