



City of Saratoga Springs
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INVITATION TO Mask Up, Saratoga Springs
Campaign Kick-off Event

For Immediate Release

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KICK-OFF OF THE "MASK UP, SARATOGA SPRINGS" CAMPAIGN

Who: All are invited to join Saratoga Springs City Officials and Community Partners as the Commissioner of Finance, Michele Madigan, announces the City's "Mask Up, Saratoga Springs" awareness campaign.

What: In response to the NYS Mask Mandate and Public Health Law, this educational effort will entail a series of lawn signs, posters and public service announcement aimed at increasing the safety of our business community, area residents and visitors during the COVID-19 pandemic.

Where & When: The public is welcome to gather with us on the front steps of City Hall on Friday, August 21st at 1:30pm in support of our community's health.

Why: Promoting best practices during this unprecedented time is a great example of a city and community collaboration. We hope you will do as purported and wear a mask, socially distance and wash your hands to help stop the spread of the COVID-19 virus and keep our downtown flourishing. We look forward to seeing you in solidarity tomorrow. Remember, we're stronger together, so Mask Up, Saratoga Springs!

"The Mask Up, Saratoga Springs campaign is our city's effort to normalize mask wearing in the fight against COVID-19 and to debunk myths associated with masks. Along with physical "social" distancing and regularly washing hands or using hand sanitizer, wearing a mask is the easiest way to stop the spread of COVID-19. The campaign will provide messaging and guidance for our visitors and residents to our city that incorporate mask wearing, washing your hands, and social distancing.

Unfortunately, COVID-19 shows no signs of going away any time soon however, there are simple steps we can all take to protect ourselves, our loved ones, and our communities. For starters, we urge everyone to Mask Up and make masks part of your daily wardrobe and regular routine. By wearing a cloth mask, practicing social distancing, and regularly washing our hands, we can all prevent the spread of COVID-19."

Commissioner of Finance Michele Madigan

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