



To our valued guests:

On April 3, 2020, the Centers for Disease Control and Prevention outlined recommendations that the public wear a cloth or fabric facemask, which can be made at home, when entering public spaces where community transmission is more likely. This is to aid in preventing those people who have the virus – and might not know it – from spreading the infection to others.

As the weeks have passed and the increase of COVID-19 continues, public adoption of the recommendation is still lagging behind. In order to assist in preventing the spread of COVID-19, the public needs to become more comfortable with this recommended practice. The more the public embraces the recommendation, the more we can help mitigate the widespread community transmission of the virus.

You have probably noticed more people adopting this practice, as well as more company's requiring their employees to wear masks in their place of business. This is to help minimize the risk for the employee population as well as for the general public. This will continue for the long-term.

EDUCATING THE PUBLIC: "WEAR A MASK" PUBLIC SERVICE CAMPAIGN

Coborn's, Inc. has prepared, and is making available to all businesses and organizations and the general public, a new public service campaign to help create awareness and encouragement of wearing a mask in public. Coborn's is among several companies that have implemented a new policy that all employees in their retail stores wear a mask as part of their uniform.

This campaign is intended to inspire and educate the public on the importance of wearing a mask to help minimize the spread of COVID-19. A complete kit, including printable signage, digital assets for placement in emails and on company websites, as well as social media assets that can be shared and posted are provided.

MAKE IT YOUR OWN:

All the assets within the kit are created to be customized to add your own company logo. That's optional. You can use it exactly as it is, as well.

AVAILABLE ASSETS:

- Printable posters for doors and windows in two sizes
 - 8.5 x 11 and 11 x 17
- Social Media assets
- Digital assets for websites and to insert in company emails

To access the creative assets, [CLICK HERE](#).

DO YOUR PART: SHARE THE CAMPAIGN

This entire campaign is created in the spirit of helping to educate the general public about the importance of wearing a mask when in public places. To help with that effort, we encourage you to take advantage of every opportunity you have to share it:

- Share the messages on your doors and windows
- Share it on your company websites and in your company emails
- Share it on your personal and company social media platforms.

Let's not share the COVID-19 VIRUS....but let's all join together in sharing the messaging around the importance of wearing a mask.

Thank you for your business, your patience and your support during these unprecedented times. We look forward to seeing you again soon. Stay safe and well.

Dennis Host
Vice President/Marketing