



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**LAREDO, TEXAS - WEDNESDAY, JULY 22, 2020**

# **City, County Announce #MASKUP Campaign**

**Laredo, TX** - Webb County and the City of Laredo are excited to announce the “#MaskUp” public awareness campaign encouraging all residents to use a face covering. The social media-based campaign aims to reinforce the importance of wearing a mask to slow the spread of COVID-19 and calls on all members of the community to do their part to keep each other safe. The use of a mask acts as a physical barrier to protect you and others from viral and bacterial particulates.

“We all have a responsibility to ourselves and others to mitigate the spread of COVID-19. We all need to unite and show we care by wearing a facial covering, it is one of the best way to protect everyone from the virus,” said Judge Tijerina.

“Masks are a simple yet extremely important tool in preventing the spread of COVID-19,” said Mayor Pete Saenz. “Aside from the statewide mandate, everyone should see the act of wearing a mask in public as a sense of duty to our neighbor. Remember, my mask protects you and your mask protects me.”

The campaign includes interactive features such as a Facebook profile frame with the hashtag #MaskUpLaredo and #MaskUpWebbCounty. The campaign will continue throughout the course of the pandemic.

Webb County and the City of Laredo remind everyone that there is a statewide mask mandate to wear a face covering over the nose and mouth while in a business or other building open to the public, as well as outdoor public spaces, whenever social distancing is not possible.



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