



• *Enriching the lives of our community through the arts* •

FOR IMMEDIATE RELEASE

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ARTS COUNCIL LAUNCHES COVID POSTER CAMPAIGN WITH LOCAL ARTISTS

(Seaside, CA - August 17, 2020) The Arts Council for Monterey County (Arts4MC) launches a new initiative called ‘Keeping Monterey County Safe’, in which we’ve teamed with local artists to design ‘Mask Posters’ for the public in hopes of spreading our county’s health message: Wear a mask!

According to the CDC, “cloth face coverings are a critical tool in the fight against COVID-19 that could reduce the spread of the disease, particularly when used universally within communities. There is increasing evidence that cloth face coverings help prevent people who have COVID-19 from spreading the virus to others.”

During this pandemic, we can do our part to help stop the spread of the virus with these posters with messages that are artistic, clear and engaging for our community. Wearing a mask is a sign of respect to everyone in our community.

“We want to see our county re-open as soon as possible, so we hope everyone, residents and visitors, will follow our county’s advice of wearing masks and social distancing. The Arts Council is pleased to provide local businesses these colorful and engaging posters to post in the windows of their businesses,” states Jacquie Atchison, Arts4MC Executive Director.

Visit our website www.arts4mc.org/masks to download, print, and post these posters in your window! Take a photo and share it with the hashtag [#Arts4MCProtects](https://twitter.com/Arts4MCProtects).

The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts. Thanks to our supporters and partners, we help bring high-quality arts programs to more and more residents – including those who have historically had little access. Over the years, we have strengthened the capacity of more than 100 arts organizations and cultural groups to more effectively serve our families and visitors, and to increase the creative sector’s economic impact in Monterey County.

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