

Dear Fergus Falls Business Owners:

We are launching a public service #WearAMaskFF campaign and we need your support!

Last month, the Centers for Disease Control and Prevention (CDC) began recommending wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (e.g., grocery stores, pharmacies), especially in areas of significant community-based transmission. This use of simple cloth face coverings (homemade masks are fine) is an effort to slow the spread of the COVID-19 virus and lower the risk of spread by someone who may be sick and not realize it.

We've noticed a slow adoption rate for this practice in our community, so we are taking action with a community-wide campaign to help everyone become more comfortable with the practice of wearing a mask through education & widespread adoption. As more customer-facing businesses begin to re-open, the importance of this effort only increases.

The City of Fergus Falls, Lake Region Healthcare (LRH), the Fergus Falls Downtown Riverfront Council (FFDRC), Greater Fergus Falls (GFF), and the Fergus Falls Area Chamber of Commerce (FFACC) are jointly hosting a public service campaign to encourage shoppers to wear face coverings while in public has been prepared and is available to all businesses, organizations & the general public. Collectively, we will work with as many businesses as possible to implement the initiative community-wide to:

- a. encourage all employees in retail and food services to wear a mask as part of their uniform.
- b. encourage all customers to wear a mask while shopping.

This approach will help minimize the risk for our community's workforce as well as for the general public.

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 on partner websites.

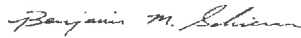
This campaign was created in the spirit of helping to educate the general public about the importance of wearing a mask when in public places and to make wearing a face covering in public the norm, rather than the exception. To help with that effort, we encourage you to take advantage of every opportunity you have to share it:

- Share the messages on your doors and windows
- Share it on your company websites and in email signatures
- 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 or face covering. We invite you to unite with us now in the fight to slow the spread.

Thank you for your business, your patience and your support. Stay safe and well.

City of Fergus Falls Mayor



Ben Schierer

Lake Region Healthcare CEO



Kent Mattson

Downtown Riverfront Council President



Kelli Frieler

Greater Fergus Falls CEO

Grow with us.



Annie Deckert

Fergus Falls Area Chamber of Commerce President



Lisa Workman