



Media Contact:
Alex Southern, PIO
City of Granbury
817-573-6764 (office)
817-565-5285 (cell)
asouthern@granbury.org

NEWS RELEASE

For Immediate Release

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Granbury Takes Leadership Role With COVID-19 Mask Program for City, County

Granbury, Texas – The City of Granbury and the Visit Granbury office have taken a leadership role in the wearing of facemasks in Hood County with today’s launch of a multi-pronged promotional campaign to help bring back tourism while emphasizing the importance of COVID-19 protection.

The theme for the campaign is, *“I wear a mask because I love Granbury,”* and was the brainchild of Granbury City Manager Chris Coffman, Visit Granbury Director Tammy Dooley and GreenFox Marketing.

The impetus for the campaign came from the July 7, 2020 Granbury City Council Emergency meeting that had been called to address the confusion brought on by Gov. Greg Abbott’s latest executive order, GA-29.

“No one (in our region) has a clear message of what’s going on and what they should be doing or saying (in reference to GA-29),” Coffman said during the meeting. “So, I got with Tammy (Dooley) to work on an ad campaign from a vision I had this morning. We worked it all out ... and now it makes sense.”

Coffman’s vision has morphed into the *“I wear a mask...”* campaign, whose main goals are to educate Granbury’s residents and visitors on the importance of wearing masks to bring back tourism, fight the spread of COVID-19 and remove the stigma of wearing a mask.

“We understand the importance of communicating (love for the community) in a way that brings positivity, hope and love while at the same time helps the community take responsibility,” said GreenFox CEO Eric Wilkins.

“We’re very excited to be leading the way for Granbury and Hood County in getting this program up and running,” Dooley said. “Not only are we taking charge in the effort to get

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everyone 'masked up,' but by making it a fun event we also hope to share that *#GranburyLove* with everyone."

The program rolled out today will be hitting the streets via numerous avenues:

1. Billboards
2. Newspaper Ads
3. Social Media campaign
4. Professional Photography and Videography of people around Granbury wearing their masks
5. Free Business Kits

Business Kits will be given out to the first 100 businesses/store fronts that sign up for the campaign and will come in their very own *#GranburyLove* white boxes. Kits include two t-shirts, 20 disposable *#GranburyLove* masks, a window poster, a window "cling" for restrooms showing patrons how to wash their hands and five hand sanitizers.

The funding for the program came from a \$50,000 Coronavirus Aid, Relief, and Economic Security Act (CARES) grant. The Act was signed into law by President Trump on March 27 and includes more than \$2 trillion in economic relief packages. The CARES Act delivers on the Trump Administration's commitment to protecting the American people from the public health and economic impacts of COVID-19.

For more information please contact Granbury Public Information Officer Alex Southern at 817-573-6764 or at asouthern@granbury.org.

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