

Press Advisory...



FROM THE OFFICE OF STATE REPRESENTATIVE LA SHAWN K. FORD

For Immediate Release:
April 16, 2020

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FORD, TWISTA & BLACK MEN COLLABORATE TO GET MASKS TO THE BLACK COMMUNITY

CHICAGO IL- State Representative La Shawn K. Ford (D-CH) is teaming up with Grammy Award Nominee Twista and Creative Salon to help stop the spread of COVID19 in the black communities. The press conference will kick off the "Mask up and Live Campaign" in Chicago to educate the Black Community on the deadly impact of COVID-19 and supply residents with a mask. Ford, Twista, and black men on the Westside aim to send a strong message to Chicago's black community to mask up, stay home and practice social distancing to save lives.

"The black community is having issues getting supplies," said Ford. "I am already seeing businesses on the Westside posting signs that say they are not allowing people in their stores without face masks. Black men are taking charge to ensure we are taking care of our communities. We intend to get masks out to those that don't have access to them in the black communities. We are coming together to do the right thing and save lives."

Blacks in Chicago represent over 70% of COVID-19 deaths. The CDC recommends using cloth face coverings to help slow the spread of COVID-19. Other states such as New York, is making everyone wear face coverings when social distancing is not possible, including on public transport, in stores and on crowded sidewalks. We have gotten donations of masks and funding to purchase more masks for the Westside. Mask Up and Live is a campaign highlighting the importance of mask wearing that is starting a social media challenge for African Americans in Chicago.

"Mask Up and Live" launches with its website, www.MASKUPANDLIVE.org, a digital resource highlighting the importance of mask-wearing; along with a social media challenge for African Americans in Chicago (the campaign's pilot city) to upload selfies showing off their masks and including #maskupandlive as well as hashtags representing their neighborhoods and corresponding zip codes. The goal is to create a steady buzz of uploaded pictures making it trendy, cool, and commonplace to wear masks; in turn, decreasing COVID-19 cases among African Americans. The "Mask Up and Live" campaign (incl. www.maskupandlive.org) is the brainchild of Rascal By Design's Caliph Rasul, Beyond Care's Carlos Meyers and United NFC's Walid Johnson. All African American men directly impacted by COVID-19.

The website will also provide information on where to obtain masks online or locally, free, or at cost. Get involved by visiting the website and showcasing on social media your mask-wearing selfies with the hashtags #maskupandlive, #maskup, #maskupchi. For more information or to support the "Mask Up and Live" goal to give away one million masks, email info@maskupandlive.org.

WHO: State Representative La Shawn K. Ford, Grammy Award Nominee Twista, Creative Salon, Mark Carter, Coy Pugh, Tyrone Muhammad, and Grammy Nominee Music Producer Toxic

WHAT: (PRESS ONLY) Revealing Plan To Get More Masks To The Black Community

WHEN: April 17, 2020 @ 9:00 a.m.

WHERE: Creative Salon: 3964 W. 16th St. Chicago, 60623

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