



PRESS RELEASE

Contacts:

Laura Barten, President, Barten & Associates Public Relations
Phone: (608) 220-8955 • Email: laurabarten@gmail.com

Ann Sitrick Joyce, Reopen Rock Task Force Co-Chair
Phone: (608) 207-9775 • Email: annsitricksjoyce@outlook.com

Reopen Rock Seeks Community Member Photos for #RockTheMask Billboard Campaign

Janesville, WI USA. (October 20, 2020) — Rock County residents could soon see themselves on a regional billboard simply by submitting photos of themselves wearing masks to the Reopen Rock Task Force. The billboards support the Reopen Rock #RockTheMask campaign, part of an initiative to keep Rock County safe, healthy and open.

Community members are invited to submit a fun photo of themselves wearing a mask, to show their support of mask-wearing as a way to reduce the spread of COVID-19. Reopen Rock Task Force members have contributed photos of themselves to begin the billboard campaign. Billboard photos of Rock County residents wearing masks will be rotated regularly.

All Rock County residents are invited to submit a photo for the billboard. Submission is easy: simply visit the Reopen Rock website at www.reopenrock.com, click the "Submit Your #RockTheMask Photo" button and follow the prompts to upload a picture of yourself wearing a mask.

The Reopen Rock Task Force strongly supports the recommendation of the Rock County Health Department that individuals wear cloth face coverings whenever in contact with anyone who is not a part of their household, as well as its recommendation that businesses and employers require the use of cloth face coverings for employees and customers. As cases in Rock County and across the nation continue to rise, masks are a vital tool in the arsenal to combat unnecessary transmission. Masks are a simple, thoughtful and effective way to keep people safe.

Only photos appropriate for the #RockTheMask billboard campaign will be considered. All photos become property of Reopen Rock and may be used in this and similar Reopen Rock stay safe campaigns. Any person submitting a photo waives the right to royalties or other compensation arising or related to the use of the photo.

For more information on Reopen Rock, visit www.reopenrock.com.

###



Web: www.reopenrock.com • Email: info@reopenrock.com

About Reopen Rock

In May 2020, the Rock County Board of Supervisors, the City of Beloit, YWCA Rock County and United Way Blackhawk Region approved a resolution supporting the creation of a community-led task force to address pandemic-related issues. Today, the Reopen Rock Task Force meets regularly to identify, prioritize and address challenges related to reopening. Reopen Rock is comprised of three co-chairs and 12 sector leads representing: Chambers of Commerce, Consumer Retail, Diverse Communities, Education/Schools, Entertainment, Faith Communities, Food/Agriculture, Government, Hospitality, Manufacturing and Distribution, Non-Profit and Services. Sector leads meet regularly with their community leaders from their sector to identify sector-specific issues, which then are shared with the larger Reopen Rock Task Force during meetings facilitated by the co-chairs. By working openly, collaboratively and proactively together, the task force is able to quickly identify potential issues and speed resolution. Learn more at www.reopenrock.com