

FOR IMMEDIATE RELEASE

Contact: Betsy Clayton, APR/CPRC
Communications Director
Lee County Government
239-826-4606
bclayton@leegov.com

Join Lee County's social media campaign to "Take the Pledge" to help stop the spread of COVID-19

Fort Myers, FL, April 7, 2020 – Hundreds of Lee County residents are joining their neighbors to "Take the Pledge," a social media campaign to encourage residents to #stayhomeSWFL and employ best practices to stop the spread of COVID-19.

Lee County Government launched the campaign and enlisted the partnership of the Florida Department of Health-Lee County, Lee Health, The School District of Lee County, The Lee County Sheriff's Office and The United Way of Lee, Hendry, Glades and Okeechobee Counties.

A video that introduced the effort is available here:

<https://www.youtube.com/watch?v=rdFLQYZBzkE&feature=youtu.be>

By joining Lee County to Take the Pledge, residents promise:

- To social distance when I need to leave my home for any reason.
- To stay home as much as possible.
- To practice proper handwashing techniques.
- Not to gather in groups of more than 10.
- To stay calm, stay kind, and stay safe. For all of us.

To Take the Pledge, go to: www.leegov.com/pledge

In that spirit, representatives of the partner organizations joined first responders, community and business leaders and others to get the campaign rolling. Lee County will continue the campaign as the community commits to helping each other. Please join in to keep it growing.

When participants sign up, they will receive an email with graphics attached to take a "I took The Pledge!" photo or video and share on social media using #ITookthePledge and #StayHomeSWFL. Participants are asked to share their photo or video via the provided link in the email as well posting to their own social media pages.

The website and campaign also feature a video in Spanish, which is available here:

https://youtu.be/yr9iRZ_JeOE

To date, there have been more than 3,600 social media engagements with the campaign, including social media shares. The county encourages friends and family to Take the Pledge.

Note: Information about Lee County Government's COVID-19 response, including closings, operational adjustments, news conferences and news releases, are available at www.leegov.com/covid-19.