



## FOR IMMEDIATE RELEASE

### **Lee Health and Lee County Team Up for 'Together, We Can' Campaign** *Campaign encourages community to continue practicing CDC guidelines*

FORT MYERS, Fla. (July 29, 2020) – As COVID-19 continues to spread in our community, Lee Health and Lee County have joined efforts to launch the “Together, We Can” campaign to remind the community of the importance of following CDC guidelines and that together, we can protect Southwest Florida from COVID-19 and minimize the spread of the virus.

Since the start of the pandemic, Lee Health and Lee County officials have worked together to educate the public about the novel coronavirus and ways to prevent and control the spread throughout our community.

The virus can be spread by respiratory droplets as well as asymptomatic carriers, so wearing a mask or face covering in public along with practicing good hand hygiene and social distancing are the easiest and safest ways to slow the spread of the virus. CDC guidelines also recommend sanitizing high touch areas, avoiding touching your face and coughing and sneezing into your elbow.

“Now, more than ever it’s important to continue to follow safety precautions that we have been advocating since the start of the virus,” said Larry Antonucci, M.D., MBA, Lee Health President & CEO. “As a community we have been doing a good job practicing the recommended safety measures. The virus will continue to be a part of our lives for some time and it’s vital that we don’t let our guard down or get complacent in the fight. Together, we can stop the spread.”

“During this challenging time, we appreciate the collaboration with Lee Health to reinforce our commitment to keeping the community safe from the virus,” said Brian Hamman, Chairman of the Lee Board of County Commissioners. “We must all come together and do our part to keep our friends and family safe, provide help for those who need it and safely keep our businesses open. Together, we can protect the things we love about Southwest Florida.”

Enlisting the help of the Florida Department of Health, Lee County School District, Lee County Sheriff’s Office and Lee County Emergency Medical Services—Lee Health and Lee County officials collaborated on the development of numerous promotional elements that are featured throughout the campaign including logo, videos, digital billboards, direct mail piece, social media ads, and TV and radio spots. The campaign will run throughout the summer.

For more information, visit [LeeHealth.org](https://LeeHealth.org) or [LeeGov.com/covid-19](https://LeeGov.com/covid-19).

#### **About Lee Health**

*Since the opening of the first hospital in 1916, Lee Health has been a health care leader in Southwest Florida, constantly evolving to meet the needs of the community. A non-profit, integrated health care services organization, Lee Health is committed to the well-being of every individual served, focused on healthy living and maintaining good health. Staffed by caring people, inspiring health, services are conveniently located throughout the community in four acute care hospitals, two specialty hospitals,*

outpatient centers, walk-in medical centers, primary care and specialty physician practices and other services across the continuum of care. Learn more at [www.LeeHealth.org](http://www.LeeHealth.org).

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