



St. Lawrence County Public Health Department

Dana Olzenak McGuire, PT, PhD ■ Public Health Director
80 State Highway 310, Suite 2 ■ Canton, New York 13617-1476
Phone: (315) 386-2325 ■ Fax: (315) 386-2203

Press Release

Date: August 6th, 2020
FOR IMMEDIATE RELEASE
Contact: 315-386-2325

St. Lawrence County Wear a Mask Campaign Follow-Up #RestartSTLC

Canton, NY— The St. Lawrence County Public Health Department would like to thank all those who submitted photos for the “I Wear a Mask to Protect” campaign. We received numerous unique and thoughtful submissions! Entries were submitted from a variety of partners including: local businesses, not-for-profit agencies, hospital systems, health care agencies, and community members.

We have decided to highlight all campaign submissions in the North Country This Week newspaper and online on the North Country Now website. Be on the lookout starting August 12th to see the submissions! Campaign submissions will run in the paper and online into the New Year. Additionally, eight of the photos will be featured on billboards around the county.

Additionally, we’ve selected the eight photos to be displayed on billboards around the county. The first four billboards are scheduled to go up on August 12th in the following towns: Gouverneur, Ogdensburg, Potsdam, and Massena. Then the following four billboards will go up on September 9th in Dekalb Junction, Norfolk, Massena, and Ogdensburg. The billboards are set to run through at least November.

Sample of a billboard and newspaper/web ad:



It is imperative we all continue to wear a mask in public, wash or sanitize our hands regularly, maintain 6 feet of distance between non-household members, stay home if you’re sick, and avoid traveling out of the county if possible. For questions or more information regarding COVID-19 or the “I Wear a Mask to Protect” campaign, please call the St. Lawrence County Public Health Department at 315-386-2325.

###