PRESS RELEASES

COVID-19 video series launches – New Mexicans tell stories from the frontline

Apr 27, 2020 | Press Releases

SANTA FE – Today New Mexico state government launches a series of PSAs intended to highlight the personal stories of New Mexicans who have experienced first-hand the pain and suffering of COVID-19 and to underscore the importance of remaining physically distant and protecting public health.

The series, “From the Frontline,” features two doctors, a critical care nurse, a small business owner and a woman who lost her mother to COVID-19.

“People have got to listen. They’ve got to stay home to prevent this heartache,” said Carolyn Sandberg, whose mother was New Mexico’s sixth COVID-19 death. Her story, along with the others to be released throughout the week, will be shared on the governor’s social media feeds and available on the dedicated NMDOH COVID-19 website **here**.

New Mexicans who are willing to share their personal COVID-19 stories for inclusion in another series of PSAs are encouraged to contact judy.robinson@state.nm.us.

In order to underscore the urgent need for New Mexicans to stay safe, stay home and stay the course, the participants all agreed to media interviews after the videos go live – media may contact judy.robinson@state.nm.us to learn more.

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Archives

July 2021

June 2021

May 2021

April 2021

March 2021

February 2021

January 2021

December 2020

November 2020

October 2020

September 2020

August 2020

July 2020

June 2020

May 2020

April 2020

March 2020

February 2020

January 2020

December 2019

November 2019

October 2019

September 2019

August 2019

July 2019

June 2019

May 2019

April 2019

March 2019

February 2019

January 2019

December 2018

Categories

Early Childhood Education

Press Releases

Uncategorized

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