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PRESS RELEASE

Baker-Polito Administration Launches #MaskUpMA, Reminding Residents To Wear Face-Coverings To Stop COVID-19 Spread

FOR IMMEDIATE RELEASE:

7/31/2020

Office of Governor Charlie Baker and Lt. Governor Karyn Polito

Governor's Press Office

Executive Office of Health and Human Services

Department of Public Health

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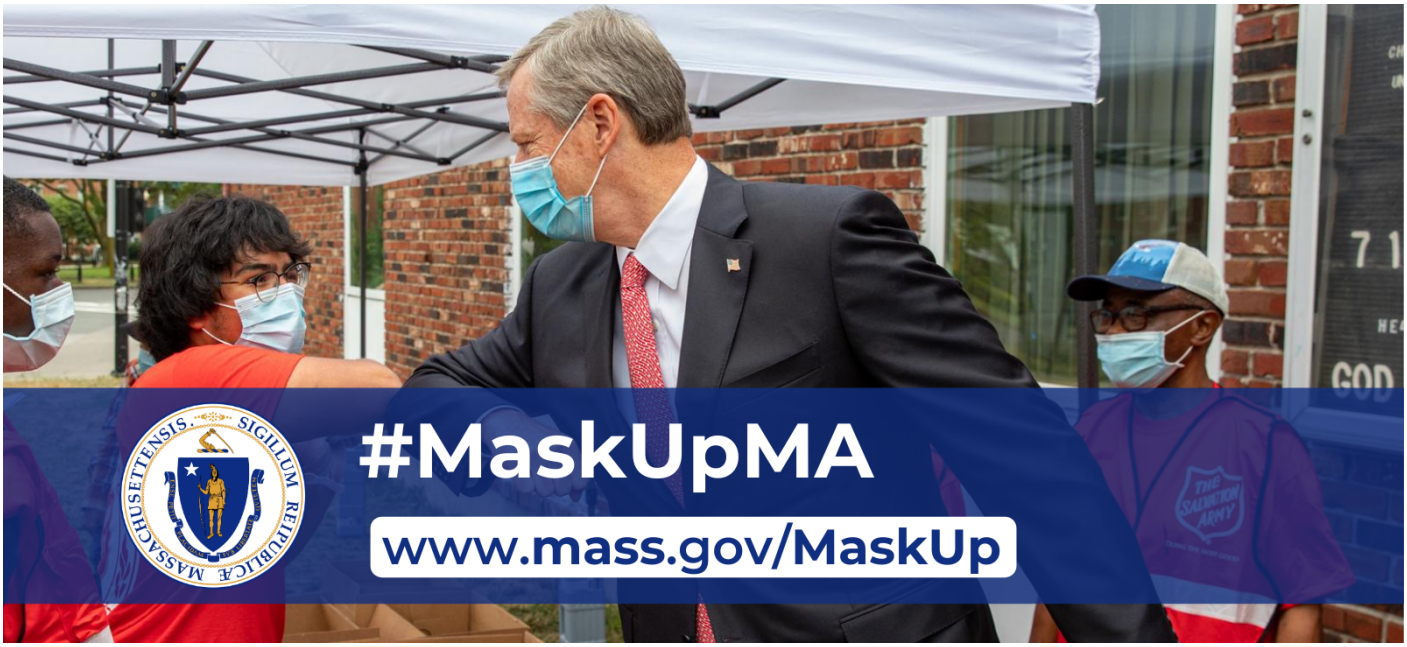

BOSTON — The Baker-Polito Administration today launched **#MaskUpMA**, an effort to continue to remind residents to wear masks and face-coverings in public to stop the spread of COVID-19. The effort will underscore the importance of wearing masks across multiple channels including video testimonials on social media, a new PSA, and a website, Mass.Gov/MaskUp.

Governor Baker (https://youtu.be/AreYgkGWQOA) and **Lt. Governor Polito** (https://youtu.be/HJE1pTMvV1U) helped launch #MaskUpMA with video testimonials where they urge residents to wear masks to protect themselves and others. Red Sox mascot **Wally the Green Monster also joined the effort today** (https://twitter.com/Wally97/status/1289209526227353600), and in the coming weeks, additional local public figures will remind everyone in Massachusetts to "mask up."

(https://twitter.com/Wally97/status/1289209526227353600)

In addition, the Department of Public Health today also launched an updated public service announcement video. Residents can also visit Mass.Gov/MaskUp to learn more about wearing face-coverings, including best practices and multilingual resources.

In May, Governor Baker **issued an order** (/news/baker-polito-administration-orders-use-of-mask-or-face-covering-in-public-announces-increased) requiring residents to wear face-coverings in public where social distancing is not possible. This applies to both indoor and outdoor spaces. Exceptions include children under the age of 2 and those unable to wear a mask or face covering due to a medical condition. Read the full DPH **Guidance** (/doc/guidance-for-face-masks-in-public-settings/download) and find more detailed information in **Frequently Asked Questions - Face Covering** (/doc/frequently-asked-questions-face-covering/download).

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Office of Governor Charlie Baker and Lt. Governor Karyn Polito
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Governor Charlie Baker, Lt. Governor Karyn Polito and the Baker-Polito Administration are committed to serving the people of Massachusetts and making the Commonwealth a great place to live, work and raise a family.

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Executive Office of Health and Human Services
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The Executive Office of Health and Human Services is the largest secretariat in state government and is comprised of 12 agencies, in addition to 2 soldiers' homes and the MassHealth program. Our efforts are focused on the health, resilience, and independence of the one in four residents of the Commonwealth we serve. Our public health programs touch every community in the Commonwealth.

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Department of Public Health (/orgs/department-of-public-health)

DPH promotes the health and well-being of all residents by ensuring access to high-quality public health and healthcare services, and by focusing on prevention, wellness, and health equity in all people.

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