**July 30, 2021** | 3:15 pm

**COVID-19 Updates**

**Unvaccinated individuals are at greater risk of serious illness from COVID-19. Learn more about the COVID-19 vaccines.**

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**SEPTEMBER 15, 2020** | Albany, NY

# Governor Cuomo Launches Video With Paul Rudd to Encourage Millennials to Wear a Mask

**CORONAVIRUS** **(/KEYWORDS/CORONAVIRUS)**

Video Makes Appeal to Young Americans to Wear a Mask to Help Stop the Spread of COVID-19

"Mask Up America" Ad Campaign Has Now Been Viewed More Than 22 Million Times Nationwide

See All "Mask Up America" Campaign Ads Here

Governor Andrew M. Cuomo today launched the latest "Mask Up, America" campaign video featuring Paul Rudd. The video (https://twitter.com/NYGovCuomo/status/1305612543801647104) is aimed at younger Americans to inform them of the importance of wearing masks during the COVID-19 pandemic to protect themselves and others.

"This nation is still battling the COVID-19 pandemic and young people are not immune from it," **Governor Cuomo said.** "We all need to do our part and wear a mask. Thanks to Paul Rudd for helping us spread this crucial message and reach young people like him."

The video was produced in partnership with Paul Rudd and Sean Evans and in coordination with Jane Rosenthal, producer and CEO of Tribeca Enterprises. First We Feast and Complex Media assisted in the distribution of the video and by permitting use of their IP.

Together New Yorkers have flattened the curve, as we move into the fall season it's vital that all Americans - especially young people - don't let their guards down and continue to wear a mask, social distance, wash their

hands and get tested. The "Mask Up America" campaign began with the goal of reaching as many Americans as possible and today with this video we are directly targeting a critically important audience. To date, ads from the "Mask Up, America" campaign have been viewed over 22 million times nationwide. See all "Mask Up America" campaign ads here (https://www.youtube.com/watch?v=U0PdY6UtPGQ&list=PLfadY7H_ED1pKNyBCqsX6s8weAG5p7IM9).

# Translations

**Bengali Translation**
বাংলা অনুবাদ
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_

**Chinese Translation**
中文翻譯
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_

**Haitian-Creole Translation**
Tradiksyon kreyòl ayisyen
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_Hai

**Korean Translation**
한국어 번역
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_

**Russian Translation**
Перевод на русский язык
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_

**Spanish Translation**
Traducción al español
(https://www.governor.ny.gov/sites/default/files/atoms/files/09.15.20.rel_.RUDD_

# Contact the Governor's Press Office

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