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.

GET THE FACTS >

OCTOBER 26, 2020 | Albany, NY

Governor Cuomo and Mariah Kennedy Cuomo Announce New York State to Partner with The Realreal to Launch "Mask Up" Campaign to Benefit COVID-19 Relief Efforts and Build Awareness of Need to Wear Masks

CORONAVIRUS (/KI HEALTH)RCNK PUBLIC SAFETY (/KEYWORDS/PUBLIC-SAFETY)

Limited-Edition "New York Tough" Mask Designed By Public School Will Raise Funds for New Yorkers in Need

Mask Profits to be Donated to COVID-19 Relief Charities Feeding America, Nurse Heroes and the New York COVID Relief Fund to Help Food Insecurity and Support Nurses

Governor Andrew Cuomo and his daughter Mariah Kennedy Cuomo announced New York State is partnering with The RealReal and dozens of New York fashion designers to launch "Mask Up", a campaign to benefit COVID-19 relief efforts and remind the public of the need to wear masks. The "Mask Up" campaign will raise funds for communities impacted by COVID-19 by donating mask profits to three charities working in New York and across the country to help people in need - Feeding America, Nurse Heroes and the New York COVID Relief Fund. New York State and The RealReal will release a limited-edition "New York Tough" mask designed by acclaimed New York fashion label Public School as part of a five-week campaign featuring themed weekly mask drops.

"As we continue the fight against COVID-19, one fact is clear - masks help stop the spread and save lives. But it's also clear that COVID fatigue is setting in and that presents its own challenge," **Governor Cuomo said.** "We need to find creative ways to encourage people to wear masks. The Mask Up campaign leverages the creativity of the New York fashion community to help solve this public health challenge, while simultaneously raising funds for

communities impacted by COVID-19. Take a look at the NY Tough masks and mask up. Together, we will beat this virus."

https://www.youtube.com/embed/RtPQ1_96liQ

AUDIO PHOTOS

"At a time when so many are looking for a way to make a difference, wearing a mask has the power to save lives, and is a statement about who you are," **Mariah Kennedy Cuomo said.** "The Mask Up campaign unites incredible designers who are deeply connected to New York, the fashion capital of our country. The RealReal and New York State are partnering to harness the power of the fashion community to convey a very simple, but critically important message: Mask Up. Stop the Spread. Save Lives! Our country is still battling COVID-19, and this campaign demonstrates that we can find fun, creative ways to make an impact."

"By combining the power of the fashion community's influence with the leadership of Governor Cuomo and Mariah Kennedy Cuomo, we can be a collective force for good," **said Julie Wainwright, founder and CEO of The RealReal.** "It's our privilege to bring together such a diverse and talented group of New Yorkers to inspire people to wear a mask, while supporting the work of our charitable partners doing so much for communities impacted by COVID."

> ***The Mask Up campaign leverages the creativity of the New York fashion community to help solve this public health challenge, while simultaneously raising funds for communities impacted by COVID-19.***
>
> Governor Andrew Cuomo

Fashion label Public School was founded by New York City natives Dao-Yi Chow and Maxwell Osborne and is known for its street-savvy clothing inspired by the designers' experiences growing up in public schools in New York. Chow and Osborne have ambitious sustainability plans to make a majority of their products from surplus, vintage or recycled materials.

"We are products of New York and represent the resilience and toughness of that New York spirit so it's only right that we participated in this campaign," **said Public School's Dao-Yi Chow & Maxwell Osborne, creative directors and co-founders.** We wanted to design something that represented the power of the people coming together to fight for a common cause. New Yorkers have always had each other's backs and that hasn't changed for this pandemic."

Over the next five weeks, The RealReal and New York State will launch themed mask drops every Monday. Each week's theme is inspired by one of New York's core values: tough, smart, united, disciplined and loving. Participating brands and designers include 3.1 Phillip Lim, 4SDESIGNS, Alejandra Alonso Rojas, Alice + Olivia, Altuzarra, Chromat, Collina Strada, Jonathan Cohen, KES, Mara Hoffman, Mi Jong Lee, Michael Kors, Nili Lotan, Noah, Prabal Gurung,

Public School, Rag & Bone, Romeo Hunte, Ryan Roche, Sandy Liang, Studio 189, Tanya Taylor, Thom Browne, Victor Glemaud and Zero + Maria Cornejo.

Contact the Governor's Press Office

Contact us by email:

Press.Office@exec.ny.gov

Translations

Bengali Translation বাংলা অনুবাদ	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_
Chinese Translation 中文翻譯	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_
Haitian-Creole Translation Tradiksyon kreyòl ayisyen	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_Ha
Korean Translation 한국어 번역	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_
Russian Translation Перевод на русский язык	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_
Spanish Translation Traducción al español	(https://www.governor.ny.gov/sites/default/files/atoms/files/10.26.20.rel_.MASKS_

Contact the Governor's Press Office

Contact us by phone:

Albany: (518) 474 - 8418
New York City: (212) 681 - 4640

Contact us by email:

Press.Office@exec.ny.gov