



## JEFFERSON COUNTY

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**“Jefferson County: Responsible government advancing quality of life.”**

### JEFFERSON COUNTY OFFICE OF THE COUNTY ADMINISTRATOR

FOR IMMEDIATE RELEASE

Date: Tuesday, June 16, 2020

### **JEFFERSON COUNTY LAUNCHES THEIR “COMMUNITY PARTNER” CAMPAIGN TO ENCOURAGE ALL ASPECTS OF OUR COUNTY TO USE SIMPLE ACTIONS TO STAY OPEN AND PREVENT THE SPREAD OF COVID-19**

**Jefferson, WI-** Today Jefferson County is launching their “CommUNITY Partner” campaign in effort to provide a unified approach that businesses and residents alike can take to prevent the spread of COVID-19 virus. This campaign will help remind the entire community to remain persistent in their safe practices and still allow their support of the economy and the communities as we continue to reopen.

“As the economy begins to reopen and we begin returning to a new normalcy we encourage businesses, employees, customers and residents to work together to keep us moving forward in the right direction while reducing a spike in cases, says Ben Wehmeier, Jefferson County Administrator. “Stakeholders are encouraged to practice simple guidelines that will help keep them safe and slow any spread of COVID-19. Facemasks, hand washing and social distancing are part of life for now.”

Part of the county’s efforts will include talks with key influencers around the community; businesses (large and small), Chambers of Commerce and education leaders will discuss issues that we will be facing in the future in order to stay open.

The campaign will provide digital tool kits for businesses and community members to use to help promote “Community Partner” message to all residents and employees. The toolkit will include printable posters, digital flyers, safety messages and guidelines per the CDC and WEDC. The message is simple: practice social distancing, follow CDC Guidelines for best practices, protect our vulnerable populations and stay home if you are sick. The digital toolkit can be found at [www.jeffersoncountywi.gov/CommunityPartners](http://www.jeffersoncountywi.gov/CommunityPartners). We also encourage businesses to look to ThriveED for COVID-19 Business Resources - <https://www.thriveed.org/covid-19-business-resources/>

More information about Jefferson County’s response to COVID-19 is available at our website [www.jeffersoncountywi.gov](http://www.jeffersoncountywi.gov) or follow us @JeffersonCountyWi.gov on our Facebook page as we launch our social media campaign.