



PRESS RELEASE

April 6, 2021

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EMBARGO UNTIL TUESDAY, APRIL 6, 8:00AM

REGION LAUNCHES *GET OUT THE VAX WEEKENDS* *SETS COMMUNITY GOAL OF 80% VACCINATED BY JULY 4*

Greater Cincinnati/Northern Kentucky Vaccine Weekends in April and May

CINCINNATI, OH - Regional businesses, community partners and health leaders from both sides of the river are gathering at **Smale Riverfront Park Tuesday, April 6 at 10:30 a.m.** to launch a region-wide movement to vaccinate 80% of those eligible (age 16+) in Greater Cincinnati and Northern Kentucky by the Fourth of July by removing barriers to getting a vaccine. ***Get Out the Vax weekends*** will take place during the second and fourth weekends in April and May.

“It is critical that we vaccinate as many people as possible to end this pandemic,” stated Brent Cooper, President and CEO, Northern Kentucky Chamber of Commerce. Cooper says the health of our citizens and workforce throughout the Greater Cincinnati/Northern Kentucky region is key to our collective economic success and overall quality of life.

In the 15-county region, 35% of those who are eligible have been vaccinated, a good starting point to reach the 80% mark and set the stage for a *Healthy Region* as we move into the *Thriving 20s*. All can agree that getting vaccinated is the first step to a healthy economy, healthy region, and healthy community.

“Reaching that 80% milestone will bring us a big step closer in defeating the virus in our region,” said Craig Brammer, President and CEO for The Health Collaborative. “We are beginning to see the benefits of getting vaccinated, but barriers need to be removed so every community has access.”

Free Metro and TANK rides will be available for the Get Out the Vax weekends, with support from Fidelity Investments, and free Lyft rides courtesy of United Way 211 of Greater Cincinnati and our regional hospitals led by TriHealth and UC Health.

“This is another significant example of how leaders across the community in health, business, non-profits, civic, and more collaborate to drive communication and action to keep people informed, safe, and thriving during these uncharted times,” says Jill P. Meyer, President and CEO of Cincinnati USA Regional Chamber.

(more)

Regional attractions are also joining in. The Cincinnati Reds are offering discounted tickets, Monday through Thursday, for people who show verification of vaccination.

To track progress, digital thermometers will be displayed on billboards in various locations throughout the region and promoted on local media. **The first *Get Out the Vax* weekend will be Saturday, April 10 and Sunday, April 11.** Progress to goal, along with vaccine appointment information, can be found on www.testandprotectcincy.com.

A list of speakers, and story pitch sheet is attached.

Get Out the Vax is sponsored in part by Fidelity Investments and supported by Cincinnati USA Regional Chamber and the Northern Kentucky Chamber, Hamilton County Test and Protect, and six regional health systems: St. Elizabeth Healthcare, The Christ Hospital, Cincinnati Children's Hospital Medical Center, Mercy Health, UC Health, TriHealth.

ABOUT THE HEALTH COLLABORATIVE

The Health Collaborative is a non-profit, data-driven organization founded in 2015 in Cincinnati, Ohio. The Health Collaborative brings together healthcare stakeholders in Greater Cincinnati and Northern Kentucky for the good of the community and provides them with the actionable data they need for healthier people, better care and lower costs. For more information, please visit www.healthcollab.org.

ABOUT RC3

The Regional COVID Communications Center (RC3), a partnership between the Cincinnati Regional Chamber and The Health Collaborative, is an ongoing campaign that shares culturally competent and equitable information about COVID-19 prevention, community spread, testing availability, and other critical news to help individuals and businesses make smart decisions with the most current and credible information.



RUN OF SHOW & SPEAKERS

- WHAT** *Get Out the Vax* Campaign Kick-Off
- WHEN** April 6, 10:30am - Press Conference and Photo-Op
- WHERE** **Smale** Riverfront Park/Castellini Esplanade. Mehring Way between Elm and Central. **Please arrive no later than 10:15am.** Park in **LOT E**, entrance at Central/Mehring Way, (ORANGE balloons). An attendant will direct you.

ORDER OF SPEAKERS

- 10:30am** **Kate Schroder**
Special Advisor Vaccine Coordination, The Health Collaborative
- 10:33am** **Dr. Rick Lofgren**
President & CEO, UC Health & Chair, Region 6
- 10:36am** **Dr. Melba Moore**
Commissioner, Cincinnati Public Health Department
- 10:38am** **Felicia Beckham NP**
President, Cincinnati Chapter of the Black Nurse Practitioners
- 10:40am** **Natalie Auzenne**
Vice President, Managing Director, Fidelity Investments
- 10:43am** **Eddie Koen**
President/CEO, Urban League of Greater Southwestern Ohio
- 10:46am** **Jenny Sasson**
Dir of Connected Life Ministry & Hispanic Ministry Pastor, Vineyard Cincinnati
- 10:50am** **Jill Meyer**
President/CEO, Cincinnati USA Regional Chamber
- 10:52am** **Karen Forgas**
Senior Vice President of Business Operations, Cincinnati Reds
- 10:54am** **Brent Cooper**
President/CEO, Northern Kentucky Chamber
- 10:57am** **Stephanie Dumas**
Hamilton County Commissioner
- 11:59am** **Steve Pendery**
Campbell County Judge Executive
- 11:02am** Kate Schroder

Everyone: GET OUT THE VAX!

Remember to wear your mask, social distance, and wash your hands, for a Healthy Region in the Thriving 20s.



STORY IDEAS

1. Over 20,000 vaccination appointments during first *Get Out the Vax* weekend across region.
2. Businesses lending support:
 - FREE public transportation by METRO and TANK for GET OUT THE VAX weekends, Saturday and Sundays
 - Fidelity generously supporting promotional efforts and transportation via METRO and TANK
3. More vaccination sites opening up in diverse communities:
 - Urban League of Greater Cincinnati, every Sunday beginning 4/11
 - New Tri-County Mall location serving Hispanic and Latin-x communities operated by Sterling Rapid Response.
4. Regional Hospitals setting aside competition and working together to remove transportation barriers:
 - Supporting United Ride program with United Way 211 of Greater Cincinnati and TriHealth/UC Health.
 - Free Lyft rides for those who contact United Way 211 of Greater Cincinnati and schedule an appointment.
 - Additional transport services provided by Cancer Justice Network and Council on Aging. See testandprotectcincy.com for info.
5. Regional attractions offering discounts for people showing verification of vaccinations; Cincinnati Reds leading the way with discounts on Monday-Thursday games.
6. Region is calling for 80% of eligible (16+) to be vaccinated by July 4.
7. Vaccination sites will help promote vaccinations as FIRST step, encouraging people to keep up healthy habits and adopt more, hand washing, mask wearing when necessary, eat well, exercise, know your numbers, because healthy communities lead to healthy businesses and a prosperous economy. Healthy Region for a *Thriving 20's* (not roaring)
8. Regional landmarks and buildings will light up in ORANGE on April 9 at dusk to remind people of the Get Out the Vax weekend the next day. Participating sites (tentative list):
 - Kenton County sign
 - Florence water tower
 - Ft. Mitchell water tower
 - Baldwin building
 - Christ Hospital
 - Duke Energy Convention Center
 - Paul Brown Stadium
 - Reds Stadium