



FOR IMMEDIATE RELEASE:

#WeGotThisERIE Campaign Inspires Social Connection

Community and Business Organizations Launch Coordinated Campaign

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Erie, Pennsylvania – Several organizations announced a community-wide campaign to inspire social connection while residents are charged to remain home in efforts to reduce the spread of coronavirus. The campaign -- #WeGotThisERIE -- was inspired by movements seen across the country to unify communities in the wake of COVID-19 as well as the green bow campaign, a grassroots movement started by Allburn Florist in response to non-essential businesses shutting their doors.

"We want to remind Erie that social distancing doesn't have to mean social disconnection," said Dave Tamulonis of Erie Downtown Partnership, a spokesman for the collaborative committee which includes the City of Erie, CelebrateErie planning committee, Erie Regional Chamber and Growth Partnership, the Downtown Partnership, VisitErie/Erie Sports Commission, R. Frank Media, Gibbens Creative, and Erie Arts & Culture. "Everyone is living through a moment in history in which we have a chance to grow closer together through this shared experience," said Aaron Loncki of CelebrateErie.

The #WeGotThisERIE campaign includes helpful, uplifting, and quality local online content designed to strengthen community, build confidence, and improve the overall quality of life during Pennsylvania's statewide stay-at-home order. The committee believes there is an opportunity to use technology during this time to tell a story about the resilience and strength of the Erie community. Content will be shared by these organizations via social media accounts in the upcoming weeks. They hope by working together they can provide Erie with unique, local, inspiring media during this challenging time.

The public is invited to join the movement by sharing inspiring stories, messages, and general support using the campaign hashtag #wegotthisERIE. The community is also encouraged to use the campaign's digital toolkit, which includes branded Facebook cover photos, profile frames, and more. The toolkit is available at eriedowntown.com/wegotthiserie and you can contact our team at wegotthiserie@gmail.com.

