



LIVERMORE  
SCHOOL DISTRICT

LIVERMORE  
CALIFORNIA



## NEWS RELEASE

September 8, 2020

*FOR IMMEDIATE RELEASE*

### **MASK UP FOR LIVERMORE CAMPAIGN**

**LIVERMORE, CA.** – The City of Livermore, Livermore Valley Joint Unified School District (LVJUSD), and Livermore Area Recreation and Park District (LARPD) are proud to announce the Mask Up for Livermore campaign, a robust effort to encourage mask wearing in Livermore. Wearing a face mask that covers the mouth and nose is an important way to help slow the spread of COVID-19.

The “Mask Up for Livermore” campaign is a joint effort of these three agencies to support and protect the Livermore community. Along with physical distancing and regularly washing hands, masking up is the easiest way to slow the spread of COVID-19. According to the Centers for Disease Control and Prevention (CDC), “masks are most likely to reduce the spread of COVID-19 when they are widely used by people in public settings.”

“This virus doesn’t care where you live or who you are, and it isn’t going away any time soon. The hope is through this cooperative campaign, the community will understand that we are all in this together and must work together to protect those who are most vulnerable in our community,” said Livermore Mayor John Marchand. “Let’s take these simple steps to protect each other and lower our COVID-19 numbers. Our students, staff, and families are depending on our entire community to allow us to safely return to in-person learning,” said LVJUSD Superintendent Dr. Kelly Bowers. “We want our community to be able to enjoy all the amenities we have to offer them, and wearing a mask is the one thing we can all easily do to help get things back to normal,” said LARPD General Manager Mat Fuzie.

The “Mask Up for Livermore” campaign will include social media engagement from all three agencies during the week of September 13, 2020. Community members are invited to post their masked photos on social media and use the hashtag, #MaskUpForLivermore. Up-to-date face coverings information will be available on the three agencies’ websites and messages on school marquees will invite the community to participate and encourage everyone to mask up for Livermore.

Follow along:

City of Livermore Facebook: [@cityoflivermore](#)

City of Livermore Twitter: [@CityofLivermore](#)

City of Livermore Instagram: [@cityoflivermore](#)

LVJUSD Facebook: [@LivermoreSchools](#)

LVJUSD Twitter: [@Livermoreschool](#)

LVJUSD Instagram: [@livermoreschools](#)

LARPD Facebook: [@livermorelarpd](#)

LARPD Instagram: [@larpd\\_livermore](#)



Mascots from William Mendenhall Middle School and Lawrence Elementary School Mask Up for Livermore.

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### **ABOUT THE CITY OF LIVERMORE**

Incorporated in 1876, the City of Livermore is the easternmost city in the San Francisco Bay Area. With just over 90,000 residents, Livermore's heritage is an eclectic blend of winemaking, cattle ranching and agriculture, cultural arts, and cutting edge technology. The City's renowned reputation in science, technology, and innovation is showcased at Sandia National Laboratories and the Lawrence Livermore National Laboratory, which has been internationally recognized for its work in creating Element 116 on the Periodic Table – Livermorium. The San Francisco Premium Outlets on Interstate-580 and the City's award-winning downtown provide a wide range of shopping, dining, and entertainment opportunities for residents and visitors alike. For more information about the City of Livermore, please visit [www.cityoflivermore.net](http://www.cityoflivermore.net).

### **ABOUT LIVERMORE VALLEY JOINT UNIFIED SCHOOL DISTRICT**

LVJUSD is an award-winning district that serves more than 13,900 students in transitional kindergarten through 12th grade at nine elementary campuses, two K-8 schools, three middle schools, two comprehensive high schools, and two alternative schools. The LVJUSD features International Baccalaureate Programmes and a STEM pathway, TK-12. The mission of the Livermore Valley Joint Unified School District is to ensure each student will graduate with the skills needed to contribute and thrive in a changing world. For more information about the Livermore Valley Joint Unified School District, please visit [www.livermoreschools.org](http://www.livermoreschools.org).

### **ABOUT LIVERMORE AREA RECREATION AND PARK DISTRICT**

The Livermore Area Recreation and Park District is a multifaceted agency that was created in 1947 by a vote of the public. The District is governed by a five-person elected Board of Directors, each of whom serves a four-year term. LARPD provides recreation and parks for the 243.5-square-mile area bound by Contra Costa County to the north, San Joaquin County to the east, Santa Clara County to the south, and the cities of Pleasanton and Dublin to the west. LARPD's mission is to provide the people of the Livermore area with outstanding recreation programs and a system of parks, trails, recreation areas, and facilities that promote enjoyment, lifelong learning, and healthy, active lifestyles. For more information about the Livermore Area Recreation and Park District, please visit [www.larpd.org](http://www.larpd.org).

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#### Livermore Area Recreation and Park District

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