

**FOR IMMEDIATE RELEASE: August 24, 2020**

### **“Mask Up Revy” Project**

Encouraging locals and visitors to wear masks in public indoor spaces and crowded places.

**[Revelstoke, BC]:** Revelstoke continues to support the safety and wellness of its community and businesses. The newest initiative, “[Mask Up Revy](#)” is to encourage mask wearing by providing free face masks to businesses, residents and visitors, to help stop the spread of COVID-19.

A recent resident sentiment survey on tourism in the Kootenay Rockies region shows the single most important measure that would help residents feel comfortable welcoming visitors to the community is the use of masks worn while indoors and in crowded public spaces.

In a collaborative effort, the Revelstoke Recovery Task Force, Tourism Revelstoke, Revelstoke Mountain Resort, the Revelstoke Chamber of Commerce, and passionate community members are encouraging visitors and residents to mask up in indoor public spaces and crowded places. 20,000 “REVVY” branded re-usable masks will be available for pick up at the Revelstoke Visitor Information Centre (located at 301 Victoria Road West). These masks are funded through the City using the Resort Municipality Initiative funding stream and were ordered through a member of the Chamber of Commerce, Integrated Apparel. If you would like to donate to the Revelstoke Community Connections Food Bank to show your appreciation for your free mask(s), please bring a cash donation or a non-perishable food item to the VIC.

By ensuring both residents and visitors feel more comfortable in our community, the Mask Up Revy program aligns with our [Resort Development Strategy](#), providing visitors with the best possible experience while they are here.

In tandem with the “REVVY” masks, Revelstoke Mountain Resort is also providing 10,000 free disposable masks.

*“Our goal with this initiative is to encourage community members and visitors to wear masks in indoor public spaces and crowded places when they can’t maintain social distancing. We want to make the access to masks easy (and free),”* said Meghan Tabor, Marketing and Destination Director. *“Between the Revelstoke Visitor Information Centre and Revelstoke Mountain Resort, we will have 30,000 masks to give out in the community.”*

Along with handwashing, wearing a mask is recommended by public health authorities and is confirmed as one of the easiest and most effective steps that we can take to protect each other and reduce the spread of COVID-19. *“Not only are we protecting ourselves, but we are showing our guests we care about them as well,”* said Peter Nielsen from Revelstoke Mountain Resort.

Wearing a mask has been added to the [Revy Rules](#) as a new recommendation, and the initiative will launch with a video showcasing Revelstoke locals in support. More information is available at [SeeRevelstoke.com/MaskUpRevy](#) and [Revelstoke.ca/1840/Recovery-Task-Force](#).

**For more information on this collaborative initiative contact:**

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