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MAYORS OF LANSING AND JACKSON JOIN FORCES FOR “STAY SAFE, STAY HOME” PSA

As the coronavirus (COVID-19) pandemic impacts lives across mid-Michigan, two mayors are teaming up for a united message to keep people safe. Lansing Mayor Andy Schor and Jackson Mayor Derek Dobies have recorded a joint public service announcement (PSA) that urges residents throughout the region to follow Gov. Gretchen Whitmer’s “Stay Home, Stay Safe” Executive Order.

In the PSA, the mayors appear separately from the safety of their homes, and are edited together for a cohesive message. The PSA encourages residents to stay home to limit the spread of COVID-19, along with stressing the importance of caring for family and neighbors. Communications staff from both cities are posting the 1 minute message on their websites and social media platforms, along with reaching out to local television stations so the message can be played during commercial breaks.

The mayors and their staff worked together to produce the PSA to remind residents of the seriousness of the situation. “These extraordinary times call for even more extraordinary efforts. I am encouraged to see our two cities working together for our first-ever joint PSA,” said Mayor Dobies. “We hope residents take our message to heart and follow the necessary steps to protect their families and communities.”

Mayor Schor says this collaboration with Mayor Dobies shows the united front that’s taking place across Michigan to battle COVID-19. “As mayors, we do everything we can to boost our cities, our region, and our state. And now we have a common enemy, COVID-19. Our communities together can beat this, with our residents staying home and staying safe. I am proud to join with Jackson Mayor Derek Dobies to urge everyone to join together to beat this deadly virus,” Mayor Schor said.

The cities of Lansing and Jackson invite local media outlets to share this PSA to encourage safe behavior during the ongoing pandemic. The PSA is available to [view and share from YouTube](#) and [download from Dropbox.com](#).

CONTACT FOR MORE INFORMATION:

Valerie Marchand, Communications Manager
valerie.marchand@lansingmi.gov
Office: 517-483-4179
Cell: 517-230-4904

CONTACT FOR MORE INFORMATION:

Aaron Dimick, Public Information Officer
adimick@cityofjackson.org
Office: 517-788-4035
Cell: 517-257-3003