



**“PROTECT TO RESPECT” SAVE LIVES BY WEARING YOUR MASK  
 “PROTEJA PARA RESPETAR” SALVANDO VIDAS USANDO SU MASCARILLA  
 SMALL BUSINESS COVID-19 RESPONSE COLLECTIVE PSA OUTREACH CAMPAIGN**

Embarking together to service small business communities – offering businesses creative and marketing services not otherwise available to empower their economic growth – no one could have imagined the impact of the COVID-19 global pandemic.

We at FourStar Branding, after completing the Street Vendor Association of Chicago Branding Identity System, pivoted our strategy and deliverables for the foreseeable.

We’re all challenged as Chicagoans and business owners on how we will adapt and collaborate to move our Little Village Community Foundation EOC program forward. We are up to the challenge.

Watching CNN like millions of viewers as the U.S. Surgeon General Jerome Adams spoke of the severity of the coronavirus affecting our minority communities, we understood how important it is for all of us to protect ourselves and our loved ones.

Dr. Adams inspired “PROTECT TO RESPECT.” Our campaign is a definitive and personal call to action. One with purpose, inclusivity and personalizing the why and whom they are wearing their masks for.

After watching his concern for our nation, we were inspired to create a multi-cultural bi-lingual PSA COVID-19 campaign, “Protect to Respect Save Lives by Wearing Your Mask”. The strong message and bold imagery stresses the importance to protect yourself and protect your love ones by taking this most critical action, wearing a mask.

Challenging times make us come together and become stronger in the mist of the darkness. We are calling this an organic campaign because it is fueled by the love each one of us has for each other.

Thank you to everyone who has participated – and to the many Chicagoans we hope will be joining this life-changing campaign.

***#savelivesChicago #stayhome #staysafeChicago #lavillitaunida***

**Funded By**

