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**FOR PLANNING PURPOSES:**May ??, 2020

**CONTACT:**  name, phone, email

**(Your County or State Association) Joins *We Are Counties* Campaign to Put a Face on the Frontline of COVID-19 Pandemic Response**

**Your County, Your State**— (Your county’s or state’s TOTAL number of county employees) employees are joining America’s 3.6 million county workers on the [front lines](https://www.naco.org/resources/counties-matter-covid-19) of the nation’s response to the coronavirus pandemic in the *We Are Counties* campaign. Throughout the country and in (your county or state), EMTs, nurses, doctors and support personnel at our county hospitals and health centers, law enforcement officials, firefighters, public health experts, human services professionals, coroners and medical examiners, and other county government employees, are saving lives and serving communities.

Although Americans are showing deep gratitude for the daily sacrifices of these essential workers, many people have no idea they are county employees. The *We Are Counties* campaign, launched last week by the National Association of Counties (NACo), aims to put a face on frontline workers, while calling on federal decision-makers to provide support for public servants like those here in (your county or state).

“Our county employees are addressing unprecedented challenges from the coronavirus pandemic,” said (spokesperson). “(Your county or state association) is joining the *We Are Counties* campaign to show everyone that counties like ours are comprised of people – public servants who are making tremendous sacrifices, putting their own lives at risk to save lives and keep all of us healthy and safe.”

Nationwide, counties serve more than 300 million residents by supporting and operating nearly 1,000 hospitals, over 800 long-term care facilities, 750 behavioral health centers, 1,900 public health departments, emergency operations centers and 911 systems. (Your county or state) serves (your county’s or state’s population) with (number of employees) providing (list essential services) and other services.

The *We Are Counties* social media campaign will highlight the selfless service of counties’ 328,000 hospital workers, 330,000 law enforcement officials, 93,000 first responders and many other frontline warriors in America’s battle against the coronavirus.

The campaign comes at a time when America’s counties are facing at least a [$144 billion budget impact](https://www.naco.org/resources/analysis-fiscal-impact-covid-19-county-finances) as a result of skyrocketing costs and plummeting revenues. Counties are urging federal support for counties’ vast health, safety and economic recovery responsibilities, many of which are mandated by states and the federal government.

“We are advocating for direct and flexible federal funding to replace revenue lost and increased costs due to the pandemic,” (spokesperson) said. “We are talking about vital services our residents need and those who deliver them day in and day out.”

*We Are Counties* will feature pictures and videos of county workers across the country. Look for #WeAreCounties on social media, and learn more at [www.WeAreCounties.org](http://www.WeAreCounties.org).

Additionally, NACo’s coronavirus online hub includes county examples of response efforts, interactive maps and analyses of federal actions. View this resource-rich webpage at [www.naco.org/coronavirus](http://www.naco.org/coronavirus). [ADD ANY STATE OR COUNTY-SPECIFIC RESOURCES]

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*The National Association of Counties (NACo) strengthens America’s counties, including nearly 40,000 county elected officials and 3.6 million county employees. Founded in 1935, NACo unites county officials to advocate for county government priorities in federal policymaking; promote exemplary county policies and practices; nurture leadership skills and expand knowledge networks; optimize county and taxpayer resources and cost savings; and enrich the public’s understanding of county government.* [*www.naco.org*](http://www.naco.org)