

DON'T ACCIDENTALLY KILL SOMEONE.

STAY HOME. SAVE LIVES.

State launches awareness campaign

Governor Kate Brown on Saturday launched a state-wide public awareness campaign with Portland-based ad agency Wieden+Kennedy, the Oregon Health Authority, and public health partners to inform Oregonians about the urgent importance of staying home to save lives during the COVID-19 pandemic.

"We are facing an unprecedented crisis. None of us have been through anything like this before," said Governor Brown. "The single most important thing each of us can do to protect our community and frontline workers, and to save lives right now, is stay home."

The campaign was created to speak directly to Oregonians across the state about the significance of the COVID-19 health crisis in Oregon, and what they can do to help. It also highlights the essential workers on the front lines of this crisis — such as healthcare workers, first responders, grocery store employees, and many more — who are working every day to ensure Oregon continues to operate during this crisis.

"We created this campaign with the Governor because we don't want to look back and wish we had done more. We have a lot of heart for Oregon and all who live here, and we know that staying home will save lives. This campaign provides clarity and conviction around what staying at home means — and how we

all have a role to play to help our community," said Jason Bagley and Eric Baldwin, executive creative directors at Wieden+Kennedy Portland.

"As the newly released modeling has shown, we know that if Oregonians continue practicing social distancing measures, we can give our healthcare system time to ramp up and get ready to meet the serious threat COVID-19 poses to Oregon," said Patrick Allen, director of the Oregon Health Authority. "It's important for Oregonians to remain vigilant through this crisis and continue to stay home for all those who must be outside for them."

The Stay Home, Save

Lives campaign will appear on television, radio, on social media, and online. Oregon Health & Science University contributed their expertise by providing information and perspective from doctors and scientists. The work by Wieden+Kennedy was done on a pro-bono basis for the state. Travel Oregon, a semi-independent state agency, has an existing contract with Wieden+Kennedy, which permitted the agency to work with the Governor's office on the public awareness campaign related to the COVID-19 pandemic.

Downloadable materials related to the campaign may be found at <https://govstatus.egov.com/stayhomesavelives>.

Can we hike during COVID-19 shutdown?

Getting outdoors in the fresh air during the COVID-19 shutdown promises benefits to both physical and mental health. Yet campgrounds, sno-parks, and trailheads are shut down. That has raised questions about whether hiking is allowed during the current shutdown.

Recreational activities such as walking and hiking are specifically allowed under Governor Kate Brown's "Stay Home, Save Lives" executive order of March 23. However, those doing so must be able to maintain six feet of separation from others, and any grouping of people during outdoor activities is prohibited.

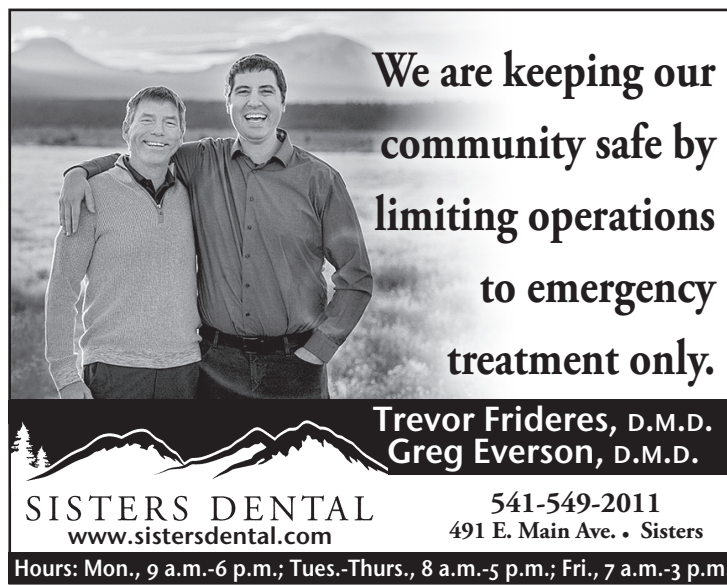
In a note to the Sisters Trails Alliance, U.S. Forest Service Sisters District Ranger Ian Reid stated that, "All developed recreation sites on the Deschutes National Forest are closed to align with the Governor's stay home, stay alive order. This includes trailheads."

Reid noted that, "The trails themselves are technically still open at this

point, as are miles of forest roads where the public can get exercise while practicing social distancing. The closure of developed sites including trailheads and sno-parks will hopefully discourage people taking trips within the state to recreate and potentially inadvertently spread COVID-19.

"We understand there will be some local use of trails from people who live close to the national forest. At this time the general forest, trails, and forest roads are still open to public use. Trailheads are closed to parking and any bathrooms at those trailheads are also closed."

"We understand there will be some local use of trails from people who live close to the national forest. At this time the general forest, trails, and forest roads are still open ..."
— Ranger Ian Reid



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Trevor Frideres, D.M.D.
Greg Everson, D.M.D.

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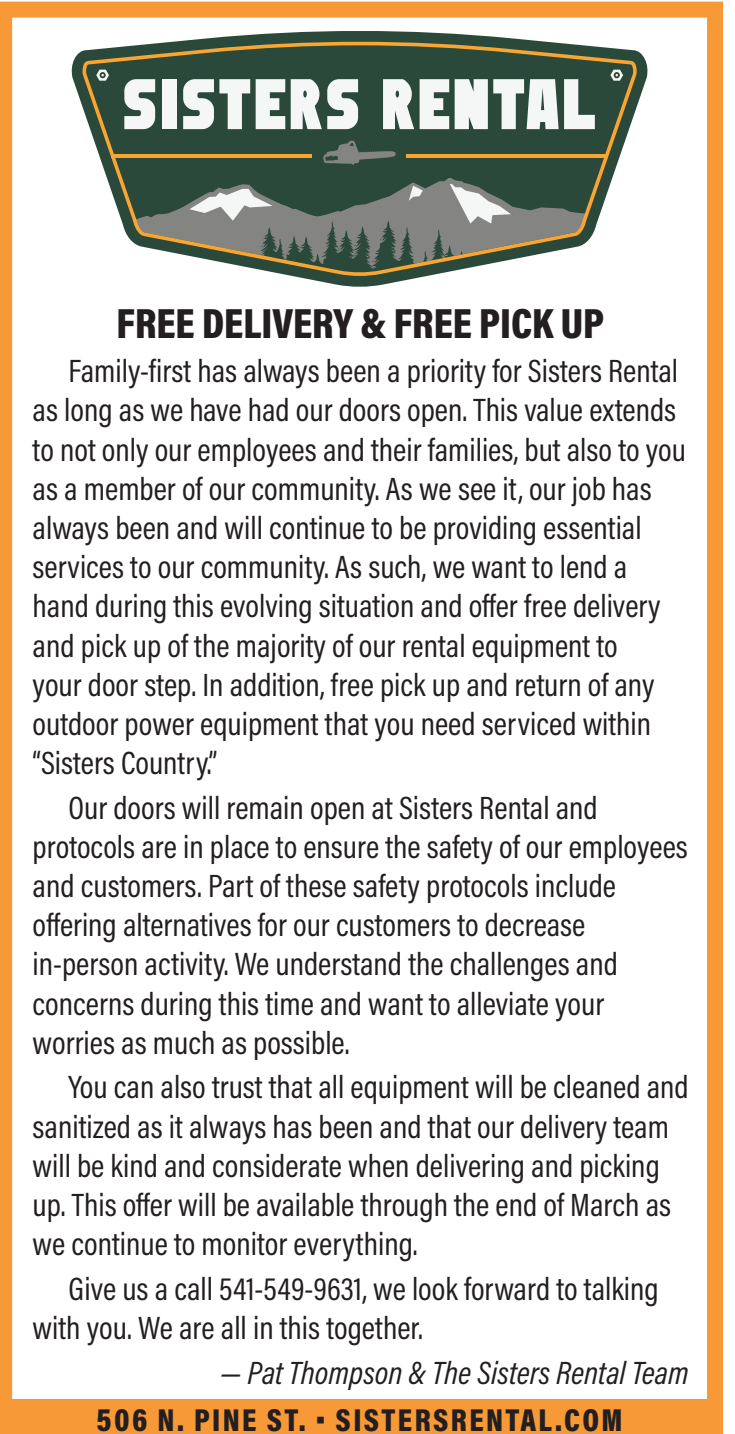
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Family-first has always been a priority for Sisters Rental as long as we have had our doors open. This value extends to not only our employees and their families, but also to you as a member of our community. As we see it, our job has always been and will continue to be providing essential services to our community. As such, we want to lend a hand during this evolving situation and offer free delivery and pick up of the majority of our rental equipment to your door step. In addition, free pick up and return of any outdoor power equipment that you need serviced within "Sisters Country."

Our doors will remain open at Sisters Rental and protocols are in place to ensure the safety of our employees and customers. Part of these safety protocols include offering alternatives for our customers to decrease in-person activity. We understand the challenges and concerns during this time and want to alleviate your worries as much as possible.

You can also trust that all equipment will be cleaned and sanitized as it always has been and that our delivery team will be kind and considerate when delivering and picking up. This offer will be available through the end of March as we continue to monitor everything.

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— Pat Thompson & The Sisters Rental Team

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Take good care of yourselves and get outside! — Sarah, Kevin, Jackie, Nylissa, & Chandra

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