Subject: What Will It Take to Stop the Spread of COVID-19?

Dear (insert name)

Ahead of the holiday season, the City of San Antonio has launched a new campaign entitled What Will It Take, which urges residents to take simple actions to slow the spread of COVID-19. Residents will see print advertising, radio, television, digital and social media across San Antonio all urging residents to do their part to contain the spread of COVID-19

The City’s campaign also features original songs written by local musicians Alyson Alonzo, Shelly Lares, Santiago Jimenez Jr., Azul Barrientos, Michael Carrillo and Andrea “Vocab” Sanderson. The songs, composed in the style of each artist, feature COVID-19 prevention messaging in English and Spanish.

**I invite you to take part in the City’s What Will It Take campaign by wearing you mask, washing your hands, and practicing physical distancing, especially during the holidays.** The City’s [community toolkit page](https://covid19.sanantonio.gov/What-YOU-Can-Do/Stop-the-Spread/Media-Toolkit) has resources to help share this message across your social media channels, too. Ask your family and friends what will it take? Click here for a [list of social media examples](https://covid19.sanantonio.gov/What-YOU-Can-Do/Stop-the-Spread/Media-Toolkit#social-media-posts) and hashtags to begin your message to family and friends.

To stay updated residents can sign up for COVID-19 alerts by doing the following:

1. Download the Ready South Texas app, available in the [iTunes](https://apps.apple.com/us/app/ready-south-texas/id1090438177) and [Google Play](https://play.google.com/store/apps/details?id=com.quickseries.BexarTX&hl=en_US) stores
2. Text COSAGOV to 55000 to receive SMS text message updates
3. Follow @COSAGOV on Facebook, Twitter and Instagram
4. Bookmark [covid19.sanantonio.gov](http://covid19.sanantonio.gov/).

Join the City of San Antonio in a unified message to slow the spread. With the holidays, we understand it’s difficult to stay away from loved ones and put family traditions on hold. Remember, you have the power to slow the spread of COVID-19… Do it for you, do it for your family and your loved ones and … **DO IT FOR SAN ANTONIO.**

Thank you,

(name)