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MASK OF WELLNESS PROGRAM EXPANSION PROVIDES BUSINESSES ACROSS U.S. WITH TURNKEY SOLUTION TO OPERATE SAFELY

'Mask of Wellness' is a simple, impactful safety method and self-certification program available to businesses at no cost that benefits the social, physical, and economic wellness of a community.

IOWA CITY, IA—JUNE 2020—An emergency physician started a mission to change the course of the COVID-19 pandemic with the idea of promoting 'Covid-Conscious' organizations that care about the wellness of their communities. David C. Krupp, M.D., a physician in Iowa City and co-founder Robbie Schwenker, PharmD, a community pharmacist, developed 'Mask of Wellness', a free initiative to provide resources for businesses to operate in a safe manner amidst the COVID-19 pandemic. This grass roots effort was launched in Iowa City, IA in May and the program is now expanding nationwide to promote social, physical, and economic wellness.

'Mask of Wellness' is a positive movement to support and promote 'Covid-Conscious' businesses. Businesses can sign up and self-certify at www.maskofwellness.com, pledging that they will take three simple actions to maintain the safety of employees and customers of their establishments:



MASKS

Worn by every employee in all shared areas of the work environment.



HYGIENE

Practice personal, surface, and distance hygiene.



HEALTH

Conduct daily health self-certification.

The 'Mask of Wellness' program is provided to businesses at no cost. Once they self-certify, businesses can download a free toolkit with engaging 'Mask of Wellness' graphics, content, and materials to promote the safety steps they are taking to operate as a 'Covid-Conscious' business. In turn, this provides comfort and confidence to customers and employees. The 'Mask of Wellness' program is available to anyone – business owners, chambers of commerce, public health and economic development organizations, CEOs, HR, consumers – and takes less than a minute to sign up.

The team is making continual updates to the 'Mask of Wellness' website, including a directory and map that identifies 'Covid-Conscious' businesses. Krupp plans to further enhance the searchable directory, allowing consumers to easily find and support businesses that have self-certified as 'Covid-Conscious.'

“This is a simple solution, reducing the chance of employees from spreading the virus in the workplace. As a result, your customers will feel more confident choosing a business that promotes a ‘*Covid-Conscious*’ environment that prioritizes the health and safety of their customers, employees, and communities,” said Dr. Krupp. “Our collaborative efforts will play a role in preventing COVID-19 recurrent episodes with impact upon all elements of society. Our message from the start has been focused on bringing about a positive change while avoiding restrictions and mandates. Through the choice of our own actions, we can change the narrative. The steps to take are so very simple and it all starts with the *Mask of Wellness*.”

The team has already signed on hundreds of Eastern Iowa businesses and has received positive feedback that the program puts some control back in business owners’ hands. In addition to extensive media coverage in Iowa, Dr. Krupp has been featured on the podcast, ‘Stand Up with Pete Dominick’ as well as on NPR’s ‘River to River’ show.

“At 30hop, we’re proud to be a part of the ‘Mask of Wellness’ knowing we are taking steps to keep our employees safe while also benefiting the overall wellness of our community. The Mask of Wellness program is exactly what we needed to jumpstart our reopening,” Eric Shewmaker- 30hop Partner

About Mask of Wellness

‘Mask of Wellness’ is a positive empowered movement started by an emergency physician to change the course of the pandemic by promoting ‘*Covid-Conscious*’ organizations that care about the wellness of their communities. This free program provides a framework for businesses to proactively enact three simple measures to improve the safety of employees and customers, along with appealing ‘Mask of Wellness’ marketing materials to promote their efforts. In turn, consumers can access a searchable directory to seek out ‘*Covid-Conscious*’ businesses. This all-encompassing approach benefits the health, wealth, and wellness of individuals and businesses in all our communities.

Visit www.maskofwellness.com to learn what it means to be a ‘*Covid-Conscious*’ business, take the ‘Mask of Wellness’ pledge, and download the promotional toolkit.