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## **Stop the COVID Spread! Coalition Releases New Ad Conveying Severity of Pandemic in Wisconsin**

*Statewide coalition effort to curb COVID crisis  
doubles down on urgency in fourth ad since coalition launch*

**Madison, WI** -- The statewide coalition effort to combat the spread of COVID-19 has doubled down on the urgency of its messaging as Wisconsin's public health crisis threatens to overwhelm the state. Today, the "Stop the COVID Spread!" coalition released its fourth public education announcement on broadcast TV and digital platforms statewide, with a stern and serious new message in the coalition's efforts urging Wisconsin residents to do their part to help reverse the public health crisis that is threatening to cause great harm to the state. The new ad comes as Wisconsin again hit new daily COVID-19 records, surpassing 7,000 new cases in a single day, and after a White House task force report again warned that Wisconsin's ongoing health emergency will continue to lead to increasing hospitalizations and deaths unless more serious action is taken.

The latest ad features headlines from major publications around the state, documenting Wisconsin's ever-growing public health crisis. "Positive cases are skyrocketing. Hospitals are filling up. Businesses are closing. Death counts are rising. Wisconsin – is losing," says the narrator. "Our frontline workers are doing all they can, but they can't do it alone. More people are getting sick and dying. Unless we make changes, there will be more deaths we could have prevented. You can change this."

"COVID has a vice grip on Wisconsin that's getting tighter every day and the consequences for our citizens, our businesses, and our health care systems are becoming worse," said Eric Borgerding, President and CEO of the Wisconsin Hospital Association. "Last week, the White House Coronavirus Taskforce warned that Wisconsin will face more COVID deaths without a more robust state response to this virus. We need everyone to understand, accept, and act on these urgent warnings about Wisconsin that we continue to see from the White House Task Force and other experts. We need a unified message and response."

The more urgent new ad message builds on previous public education announcements featuring a frontline nurse from Appleton, Wis., members of the Green Bay Packers, and UW System President Tommy Thompson. It is the latest effort launched by the "Stop the COVID Spread!" coalition encouraging the use of crucial safety measures to help reduce the spread of COVID-19.

“We have to move beyond arguing whether or not there is a pandemic with a virus that is killing people. We need to focus on solutions and stop ignoring reality,” said Brandon Scholz, President and CEO of the Wisconsin Grocers Association.

“Wisconsin is an incredible place to be and without everyone doing their part, we will have a hard time getting out of this pandemic and moving forward,” said WCA Executive Director Mark D. O’Connell. “It is time to face our current situation and do what we all need to do to open back up our state.”

Since its launch one month ago, the “Stop the COVID Spread!” coalition has grown dramatically to include more than 100 of Wisconsin’s leading health care, business, and advocacy organizations. The organizations have joined together in a campaign to educate the public about the seriousness of the growing crisis in Wisconsin and the critical and growing need for preventative measures. A full list of member organizations is below.

*You can watch the full video at: <https://youtu.be/B2hBTTWeHSs>*

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*For more information about the Stop the Spread coalition and the importance of safe behaviors for both public and state economic health, visit [www.wha.org/stopthecovidspread](http://www.wha.org/stopthecovidspread) or contact one of the coalition co-chairs:*

Wisconsin Hospital Association – Myranda Tanck, [mt@platform-communications.com](mailto:mt@platform-communications.com)

Wisconsin Grocers Association – Brandon Scholz, [brandon@wisconsin-grocers.com](mailto:brandon@wisconsin-grocers.com)

Wisconsin Manufacturers and Commerce – Nick Novak, [nnovak@wmc.org](mailto:nnovak@wmc.org)

Wisconsin Restaurant Association – Tracy Kosbau, [tkosbau@wirerestaurant.org](mailto:tkosbau@wirerestaurant.org)

Wisconsin Counties Association – Mark D. O’Connell, [occonnell@wicounties.org](mailto:occonnell@wicounties.org)

*The growing coalition is currently made up of the following organizations:*

Wisconsin Hospital Association, CO-CHAIR

Wisconsin Counties Association, CO-CHAIR

Wisconsin Grocers Association, CO-CHAIR

Wisconsin Manufacturers and Commerce (WMC), CO-CHAIR

Wisconsin Restaurant Association, CO-CHAIR

Alliance of Health Insurers

Arts Wisconsin

Associated Builders & Contractors of Wisconsin

Association of Wisconsin Surgery Centers, Inc.

Badger Bay Management Company

Beaver Dam Area Chamber of Commerce

Burlington Area Chamber of Commerce

Cottage Grove Chamber of Commerce

Deforest Windsor Area Chamber of Commerce

Eagle River Area Chamber of Commerce  
Eau Claire Area Chamber of Commerce  
Elkhorn Area Chamber of Commerce & Tourism Center, Inc.  
Fitchburg Chamber of Commerce  
Fort Atkinson Area Chamber of Commerce  
Forward Janesville, Inc.  
Fox Cities Chamber of Commerce and Industry  
Fox West Chamber of Commerce  
Greater Green Bay Chamber  
Greater Wausau Chamber of Commerce  
Green Bay Packers  
Hartford Area Chamber of Commerce  
Hayward Area Chamber of Commerce  
Heart of Wisconsin Chamber of Commerce  
Hudson Area Chamber of Commerce & Tourism Bureau  
Jefferson Chamber of Commerce  
Kenosha Area Chamber of Commerce  
LeadingAge Wisconsin  
League of Municipalities  
Marinette Menominee Area Chamber of Commerce  
Marshfield Area Chamber of Commerce & Industry  
Medical Society of Milwaukee County  
Metastar  
Metropolitan Milwaukee Association of Commerce (MMAC)  
Middleton Chamber of Commerce  
Milwaukee Brewers  
Milwaukee Bucks  
Monona East Side Business Alliance  
Monroe Chamber of Commerce & Industry  
Mosinee Area Chamber of Commerce  
New Berlin Chamber of Commerce & Visitors Bureau  
New Richmond Area Chamber of Commerce & Visitors Bureau  
Oregon Area Chamber of Commerce  
Oshkosh Chamber of Commerce  
Park Falls Area Chamber of Commerce  
Pharmacy Society of Wisconsin  
Portage Area Chamber of Commerce  
Portage County Business Council  
Pulaski Area Chamber of Commerce  
Racine Area Manufacturers and Commerce  
Rural Wisconsin Health Cooperative  
Shawano Country Chamber of Commerce  
Sheboygan County Chamber of Commerce  
St. Germain Area Chamber of Commerce

Stoughton Chamber of Commerce  
Sun Prairie Chamber of Commerce  
The Arc Wisconsin  
The Chamber of Manitowoc County  
United Way Wisconsin  
UW System  
VISIT Lake Geneva  
Visit Milwaukee  
WAMD-Wisconsin Association of Post-Acute and Long-Term Care Medicine  
Washburn Area Chamber of Commerce  
Waukesha County Medical Society  
Waunakee Area Chamber of Commerce  
Waushara Area Chamber of Commerce  
Whitewater Chamber of Commerce  
Wisconsin Academy of Family Physicians  
Wisconsin Assisted Living Association  
Wisconsin Association for Home Health Care  
Wisconsin Association for Hospice and Palliative Care  
Wisconsin Association of Health Plans  
Wisconsin Association of Local Health Department and Boards (WALHDAB)  
Wisconsin Association of School Administrators  
Wisconsin Association of Surgery Centers, Inc.  
Wisconsin Bankers Association  
Wisconsin Broadcasters Association  
Wisconsin Builders Association  
Wisconsin Cancer Collaborative  
Wisconsin Credit Union League  
Wisconsin Dental Association  
Wisconsin Director of Nursing Council  
Wisconsin Health Care Association / Wisconsin Center for Assisted Living  
Wisconsin Healthcare Business Forum  
Wisconsin Medical Society  
Wisconsin Office of Rural Health  
Wisconsin Petroleum Marketers & Convenience Store Association  
Wisconsin Primary Health Care Association  
Wisconsin Propane Gas Association  
Wisconsin Public Health Association  
Wisconsin Realtors Association  
Wisconsin Safety Council  
Wisconsin State Telecommunications Association  
Wisconsin Technology Council  
Wisconsin Transportation Builders Association  
Wisconsin Utilities Association