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Mayor Arrigo and Revere Board of Health Launch Campaign to Reach 70% Vaccination Goal by July 4

"Let's Do This, Revere" Features Community Leaders and Residents in Drive to End the Pandemic

REVERE -- Today Mayor Brian Arrigo and the Revere Board of Health announced the launch of its campaign to reach a goal of 70 percent of residents vaccinated by July 4, a key milestone toward reaching herd immunity and ending the pandemic. The campaign, "Let's Do This, Revere," features residents and community leaders in a multilingual print and digital campaign, as well as a citywide thermometer tracking system that will provide weekly updates for residents.

"The vaccine rollout is our path forward in returning to normalcy after an incredibly challenging year," said Mayor Brian Arrigo. "The 'Let's Do This, Revere' campaign aims to create excitement around the possibilities of a fully vaccinated Revere. The more residents vaccinated, the closer we are to going back to the activities we loved prior to the pandemic."

As of Thursday, April 15, 23.6 percent of Revere residents had been fully vaccinated. Monday, April 19, the statewide vaccine phasing program opened eligibility to everyone 16 and older.

The campaign features:

- 7 thermometers positioned around the city, which will be updated weekly to provide the community with progress updates and motivation
- The vaccination stories of dozens of community leaders, dubbed "vaccine champions," that represent the diversity of the city. Our vaccine champions include Mayor Brian Arrigo and Daveen Arrigo, Representative Jessica Giannino, Alberto Vasallo, Dr. Nathalee Kong, Felix Arroyo, Father Xavier, Dimple Rana, Michael Hinojosa, Olga Tacure, Fatou Drammeh, Dean Paskos (Frankie Fannabla), Kourou Pich, Nezha

Louaddi, Brandon Brito, Father John Sheridan, Angelica Cardona-Ramirez, and Diana Cardona.

- Billboards and flyers featuring community leaders and driving residents toward vaccination resources
- Downloadable Facebook frames for residents and community leaders to use to share their vaccination story in [English](#), [Spanish](#), [Arabic](#), and [Portuguese](#).

Outreach continues with the Revere COVID ambassadors, who routinely distribute multilingual clinic flyers to businesses, employees, houses of worship, and neighborhoods. The COVID ambassadors provide multi-lingual support at the Revere Board of Health vaccine clinics and help answer questions at the Revere Vaccine Hotline (781-286-8182).

Currently, Revere can receive their vaccination at a number of different clinics and pharmacies. Residents are urged to sign up for Revere Board of Health updates at www.revere.org/vaccine-signup to stay in the loop with vaccination clinics hosted by the City. [Sign up](#) with the State to be notified when they have an appointment available for you at a MassVax site or call 2-1-1. East Boston Neighborhood Health Center continues to vaccinate at the Wonderland Ballroom – please call 617-568-4870 or visit www.ebnhc.org to sign up for an appointment.

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