



**NEW YORK CITY DEPARTMENT OF HEALTH
AND MENTAL HYGIENE**
Oxiris Barbot, MD
Commissioner

FOR IMMEDIATE RELEASE
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NEW CAMPAIGN HONORS THE HEROES OF COVID-19

Launches on digital, subway live boards and billboards citywide

July 20, 2020 — The Health Department today unveiled a new ad campaign, *Thank You COVID-19 Heroes*—a tribute to New Yorkers who continue to serve on the front lines of the COVID-19 response. The [campaign](#) features a broad variety of staff across worksites, agencies, and communities, from sanitation workers, to lab technicians, to call center operators. It launches on digital, subway live boards and billboards citywide.

“During the worst weeks of the pandemic, New Yorkers from every walk of life, continued to show up to serve their city and their communities,” said **Health Commissioner Dr. Oxiris Barbot**. “We are honored to recognize their bravery and their service.”

The ads will run from July 20 through August 23.



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