



## Town of Needham, Massachusetts Media Release

Office of the Town Manager  
Town Hall, 1471 Highland Ave, Needham, MA 02492

### FOR IMMEDIATE RELEASE

Monday, February 8, 2021

### CONTACT

Cyndi Roy Gonzalez  
[croygonzalez@needhamma.gov](mailto:croygonzalez@needhamma.gov)  
781-675-0394 (cell)

## Needham Mask Challenge Asks, “Who Do You Wear Your Mask For?”

NEEDHAM – Monday, February 8, 2021 – The Town of Needham, along with the Needham Public Schools and various community partners, has launched the #NeedhamMaskChallenge, a multimedia public awareness campaign aimed at increasing mask use during the Covid-19 pandemic.

The campaign includes a 30-second animated social media [video](#), produced by Conductor Productions, featuring an animated Needham High School student who unknowingly spreads Covid-19 to friends and family when not wearing his mask. The video closes with a reminder about the importance of wearing masks: “Every time you take off your mask, you’re putting someone you love at risk. You may feel invincible, but what if someone you love isn’t?”

The campaign asks the question, “Who do you wear your mask for?” and encourages people to share their answer on social media along with a masked-up selfie.

As part of the campaign, the Town of Needham is making more than 2,000 masks available to the public. The masks are from Needham-based Rafi Nova and bear the slogan, “Needham Needs You. Mask Up!”

Members of the public can pick up a free mask at any of the following locations while supplies last:

- Needham Fire Station
- Needham General Store
- Volante Farms
- Roche Bros.
- Sudbury Farms
- Trader Joe’s

The Town has also provided local restaurants with masks for their workers, masks for Needham seniors, masks for Town employees and masks for hospital workers for their personal use.

To join the Needham Mask Challenge, simply snap a photo of yourself wearing a mask and post it to social media using the hashtag #NeedhamMaskChallenge. Tag the Town of Needham on [Facebook](#) and [Instagram](#) and tell us who you wear your mask for.

###