



FOR IMMEDIATE RELEASE

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City and County Launch Joint Vaccine Incentive Campaign to Increase Vaccination Rates
Drawing includes 66 prizes totaling \$10,000 / Goal is to reach 3,000 vaccinations in 30 days

City of Racine – Today, the City of Racine and Racine County announced a joint vaccine incentive program aimed at encouraging Racine County residents to get vaccinated from COVID-19. The campaign will run from June 17th through July 17th with the goal of getting 3,000 more county residents vaccinated in those 30 days. The City and County have each donated \$5,000 (\$10,000 total) and will give out 66 prizes through a random drawing that will occur on July 20th.

“It is our hope that this campaign will motivate more of our residents to get the vaccine. Residents who get fully vaccinated by July 17th will get two entries into the drawing. Bring everyone in your family who’s over the age of 12, that’s a lot more entries for your family. We really hope to reach 3,000 vaccinations in the next 30 days to give out these great prizes,” **said City of Racine Mayor Cory Mason**. “I am thankful to have a great partner in County Executive Delagrave who recognizes our obligation to protect the public health of our community, and is willing to create innovative approaches, like this incentive campaign, to promote getting vaccinated.”

The incentive campaign is open to anyone who is eligible to receive a COVID-19 vaccine – those under 18 need parental consent. To enter the prize drawing, vaccine eligible residents must get vaccinated at one of the following locations:

- AMI's Regency Mall Vaccination Clinic;
- City of Racine's Vaccination Clinic at Festival Hall or City Hall;
- City of Racine/Ascension's Vaccination Clinic at the Bryant Center at the Juneteenth Celebration on June 19th;
- Other City of Racine-sponsored 'pop up vaccination clinics' that may become available.

“I encourage any Racine County resident who hasn’t yet been vaccinated to take advantage of this opportunity and help us beat COVID once and for all,” **said Racine County Executive Jonathan Delagrave**.

Those who are eligible to be vaccinated can fill out the entry form at any of those locations, and they can submit an entry form for each COVID vaccination they receive (max two entries). Should the County reach the goal of vaccinating 3,000 more residents during 30 days, a drawing will be held on July 20th with Mayor Mason and County Executive Delagrave to announce the winners.

The 66 prizes include the following, valued at a total of \$10,000; the full list of prizes is available at **VaccinateRacine.org**:

- iPads
- Chromebooks
- One month rent (up to \$700, paid directly to landlord)
- \$100 towards utility bill of winner's choice (paid directly to the utility)
- Weber propane gas grill
- \$50 gas cards
- \$50 grocery cards
- 65" Smart TVs
- Lunch with the Mayor

Full details can be found at VaccinateRacine.org. If other institutions or businesses wish to make financial contributions or donate additional prizes to the drawing, please contact Vicky Selkove at Vicky.selkove@cityofracine.org or 262-598-6580.

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About the City of Racine

With a population of 78,000, **Racine, Wisconsin** is the fifth largest municipality in the state of Wisconsin. It is home to manufacturing businesses that enjoy world-wide reputations, SC Johnson, CNH Industrial, Twin Disc, Modine, and In-Sink-Erator among them. Racine is also home to diverse cultures, a thriving downtown, and world-class beaches along the shores of Lake Michigan.

About Racine County

Racine County is located on the shores of Lake Michigan, conveniently situated between Milwaukee and Chicago. The county boasts lakefront beaches and gently rolling hills, vibrant urban areas and peaceful rural retreats. World-renowned businesses like SC Johnson, Twin Disc, Modine, and InSinkErator; first-class amenities like Reefpoint Marina, Racine Zoo, and Racine Art Museum; and nearly 200,000 diverse and welcoming residents all call Racine County home. From Burlington to the City of Racine, and the 15 communities in between, Racine County has something to offer everyone. Learn more at www.RacineCounty.com.