

**FOR IMMEDIATE RELEASE**

## County launches Stronger Together: Showcasing acts of kindness across the region

**Midhurst/April 2, 2020** – On April 2, the County of Simcoe formally launched **Stronger Together**, an online campaign to help showcase the many acts of kindness, support and appreciation that our communities, businesses and front-line staff are showing during these unprecedented times.

What began as a few social media posts highlighting the County's Long-Term Care Pen Pal Program, has taken off due to the ongoing support and kindness being shown by individuals and businesses across Simcoe County.

"Our communities, our businesses, our residents and our dedicated County staff have all risen to the occasion as we work together to not only flatten the COVID-19 curve, but support our vulnerable residents, family members, loved ones, neighbours and colleagues," said Warden George Cornell. "We will get through this pandemic, and by sharing positive stories of kindness, support and appreciation, we hope to generate even further optimism. Please continue to work together, do your part to limit the spread of the virus, and say thank you to those who continue to provide the services we need, now more than ever."

The County's Stronger Together campaign showcases acts of kindness, support and appreciation for all sectors and services, while having a strong focus on supporting long-term care residents living in County facilities.

To see the many ways residents are showing kindness and positivity during COVID-19, visit [simcoe.ca/strongertogether](http://simcoe.ca/strongertogether) or follow @countyofsimcoe on Instagram, @simcoecounty on Twitter or "like" @CountyofSimcoe on Facebook.

Please help us share the spirit of positivity by sending your Stronger Together photos through social media using the hashtag #strongertogether.

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at [simcoe.ca](http://simcoe.ca).

- 30 -

Jennifer Straw  
Public Relations Consultant  
County of Simcoe, Service Simcoe Branch  
705-790-5979 (mobile)  
[Jennifer.Straw@simcoe.ca](mailto:Jennifer.Straw@simcoe.ca)

Collin Matanowitsch  
Manager, Public Relations  
County of Simcoe, Service Simcoe Branch  
705-734-8386 (mobile)  
[Collin.Matanowitsch@simcoe.ca](mailto:Collin.Matanowitsch@simcoe.ca)