



CITY OF CHICAGO • OFFICE OF THE MAYOR



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MAYOR LIGHTFOOT AND CHICAGO'S SPORTS TEAMS LAUNCH "WE ARE ALL ONE HOME TEAM" CAMPAIGN TO ENCOURAGE YOUNG RESIDENTS TO WEAR MASKS AND FOLLOW PUBLIC HEALTH GUIDELINES

Building on the City's "We Are Not Playing" campaign, this latest effort targets 18- to 29-year-olds through sports teams, mascots, street teams and more

CHICAGO – As part of the latest effort to stop the spread of Coronavirus 2019 (COVID-19) in Chicago, Mayor Lori E. Lightfoot in partnership with Chicago's sports teams launched the "We Are All One Home Team" campaign to encourage the city's youth and young adults to wear masks, practice social distancing and follow the latest public health guidelines to keep themselves and their families safe and healthy. Building on the City's recent "We Are Not Playing" campaign, which focused on efforts to combat the spread of COVID-19 by staying home to save lives, the "We Are All One Home Team" campaign is designed to visually highlight the importance of wearing masks as Chicago continues to reopen while monitoring our data closely.

"If we're going to win against the greatest public health challenge we've ever faced, none of us can afford to sit on the sidelines and warm the benches," said Mayor Lightfoot. "The 'We Are All One Home Team' campaign means that we all have a role to play in keeping each other safe, especially our youngest residents who must continue to follow our public health guidelines. We cannot afford to let our guard down – it's time to team up with your masks up."

Teaming up with the Chicago Bears, Blackhawks, Bulls, Cubs, Fire, Red Stars, Sky, and White Sox – this new campaign centers around the influence of sports teams, their players and mascots to unify people across the city and work together as one home team against COVID-19. Kicking off today, this new integrated initiative will utilize digital and out-of-home billboards around Chicago, social media channels and additional supporting elements to reiterate the importance of the latest public health guidelines in our city.

"We encourage Bears fans everywhere to continue wearing masks to best protect the health and safety of everyone," said Chicago Bears President and CEO Ted Phillips. "Together, we can fight this pandemic."



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Today's announcement is designed to address the recent surge in COVID-19 cases among Chicago's youngest residents. Last week, Mayor Lightfoot announced that since June 15, nearly 30% of new cases in Chicago have come from those aged 18- to 29-years-old. Similar to the success of the "We Are Not Playing" campaign launched last spring, the goal of "We Are All One Home Team" is to appeal to every young Chicagoan with a recognizable sports figure as the City works to ensure residents are wearing masks and socially distancing while in public.

"Our commitment to being 'one' – as a team, as a city and as a community – remains steadfast, especially as we all continue to navigate the unprecedented and uncertain nature of the COVID-19 crisis. While the return of sports makes for an exciting time and the Blackhawks are incredibly proud to be representing Chicago in the upcoming Stanley Cup Qualifying Round, we hope our fans will not only cheer for us but also come together as One Community for the health and safety of their fellow Chicagoans," said Danny Wirtz, Interim President of the Chicago Blackhawks.

To amplify Chicago's public health guidance, players and team mascots from Chicago's major sports team are coming together to use their social media channels to spread the word about how to protect yourself from COVID-19 as part of the "We Are All One Home Team" campaign. The City encourages all residents to participate in the campaign by posting and sharing photos of their masks on social media with #WeAreAllOneTeam.

"Season after season, Chicagoans have been there for us as part of our Bulls family and now we are asking our fans to join us, Mayor Lightfoot and our fellow Chicago sports teams as part of 'One Home Team' as we continue the fight against COVID-19," said Michael Reinsdorf, President & COO, Chicago Bulls. "Please wear a mask, follow health and safety recommendations from local officials and come together as one team for the city we all call home."

As part of an on-the-ground marketing campaign, the City will deploy street teams of young adults to hot spot areas across Chicago such as bars, restaurants, parks and more to educate and remind their peers about safe COVID-19 practices. Using the "We Are All One Home Team" as the overarching brand, the street teams will distribute face masks, hand sanitizer, buttons, and flyers to promote social distancing and mask adherence.

"As our city continues to experience a surge of COVID-19 cases especially now among our youth, the Cubs are encouraging our younger population to heed the guidance from our local officials to wear masks and help keep themselves and others safe," said Cubs President of Business Operations Crane Kenney. "Our club



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has been vigilant in our efforts to slow the spread and we hope our participation in the ‘We Are All One Home Team’ campaign encourages Chicago’s youth to do the same.”

“The three Fire players participating in the Mayor’s new campaign – Robert Berić, Francisco Calvo and CJ Sapong – are from Slovenia, Costa Rica and Virginia, respectively. It’s a reminder that this pandemic has impacted the entire world,” said Chicago Fire FC Owner Joe Mansueto. “CJ’s mother and fiancée have both heroically been working on the frontlines, making sacrifices to help others. On behalf of our Club, we would like to ask all Chicagoans to wear a mask and for everyone to contribute, in their own small way, in combatting this devastating virus. We’d also like to thank Mayor Lightfoot and her entire team for their leadership during this crisis. Please know that our entire organization will be supporting the ‘We Are All One Home Team’ campaign. Let’s continue to get through this together so that, in due time, we can host all Chicagoans at Soldier Field.”

“Every time we step onto the pitch we serve as a reminder that if you push hard enough towards a common goal as a unified front...anything is possible,” said Arnim Whisler, Red Stars Owner and CEO. “We are asking our fans and the broader community to wear a mask, social distance, and make the smart decisions and sacrifices needed to protect ourselves, our neighbors, and the city we love. A focused team with a clear plan and a common goal is unstoppable. Join us.”

“Unfortunately, COVID-19 has leveled the playing field for all Chicagoans,” said Jerry Reinsdorf, chairman of the Chicago White Sox. “As we all know, the City of Chicago is home to the very best sports fans in the world, and we have seen the power Chicagoans have when they stand united. The White Sox organization is proud to stand together with Mayor Lightfoot to remind everyone about effective ways to prevent the spread of the virus. When it comes to fighting the virus, we truly are all on one team.”

More information and the latest local updates on COVID-19 can be found on the [Chicago.gov/coronavirus](https://chicago.gov/coronavirus) website. Residents can tune in and have their questions answered by Dr. Arwardy, Commissioner of Chicago Department of Public Health, during the “The Doctor Is In” livestream, weekly on Tuesday and Thursdays at 11 a.m. They can also register for mobile updates by texting COVID19 to 78015 or email questions to coronavirus@chicago.gov.

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