



MAYOR BYRON W. BROWN

FOR IMMEDIATE RELEASE

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MAYOR BYRON W. BROWN ANNOUNCES IMPORTANT UPDATES TO BUFFALO'S RESPONSE TO THE COVID-19 EMERGENCY

Mayor Brown urges organized labor to advocate for federal aid for Buffalo

Buffalo, NY – Today, Mayor Byron W. Brown spoke with Western New York Labor Leaders regarding the need to have a unified voice and mutually support efforts aimed at improving the economic outlook for working families. The Mayor also outlined actions he and the Common Council are taking to secure funding and plan for the economic recovery that will be critical to the City's fiscal outlook. He asked everyone on the call to stay united in their efforts to secure direct funding for the City while extending his willingness to partner with them to help their most vulnerable members.

Mayor Brown stated, "We are facing unprecedented times in our country. The COVID-19 Pandemic has exposed the fractures in the economy that many of us knew were always there. Now is the time to rally around each other and begin opening the lines of communication we are going to need to ensure that no one gets left behind -during the PAUSE- and in future recovery efforts."

Mayor Brown asks residents to help secure federal funding for Buffalo by participating in the 2020 census

Mayor Brown continues to call on residents to fill out their census questionnaires. As of April 21st, the City's response rate is 39.7%, which is far behind the 50.7% national response rate. Without an accurate count, the City of Buffalo will lose hundreds of millions of dollars in federal funding needed for community programming that will be essential in the aftermath of the COVID-19 crisis. Please complete your form at 2020Census.gov.

Mayor Brown launches #BuffaloPAUSE

Mayor Brown, in partnership with AT&T, the Police Athletic League of Buffalo and Say Yes Buffalo, launched #BuffaloPAUSE – Powered by AT&T. #BuffaloPAUSE is an 8 week first-of-its-kind digital challenge aimed at Buffalo teens, who are at home as a result of the COVID-19 outbreak. Mayor Brown is calling on young people, ages 13 to 18, to take part in weekly challenges, posted on his Instagram page, that will help him spread the message among local teens about the importance of staying home and practicing social distancing.

Mayor Brown stated, "Our teens make a positive difference on the screen and the streets and today I'm calling on them to harness the power of technology and take part in #BuffaloPAUSE- Powered by AT&T in an effort to help me send a clear message to our young people that staying home and practicing physical distancing is the best way to slow the spread of COVID-19 and keep our community safe. Young people are critical to slowing the spread because, although they may feel fine, they could be carriers and transmit the virus to vulnerable loved ones."

He continued, "I want our young people to know that even though they are physically apart, we can be socially connected through technology in the comfort of our own homes. We are all in this together and we must all do our part to protect our families, friends and community."

As a participant, Mayor Brown is asking teens to pledge to:

- Stay home as much as possible;
- Avoid meeting friends in groups of any size;
- Refrain from playing sports of any kind in public spaces or with anyone who does not live in your home;
- Take part in weekly #BuffaloPAUSE - Powered by AT&T challenges posted on Mayor Brown's Instagram page.

Each week, now through the week of June 8th, a new challenge will be posted on Mayor Brown's Instagram Page. The Week 1 Challenge focuses on LOVE YOUR EARTH, in celebration of Earth Week. Mayor Brown is asking participants to show how they 'Love Your Earth' by posting a video or picture that also encourages their friends to STAY HOME TO STAY SAFE. If they tag @RecycleBuffalo and use #BuffaloPAUSE by Saturday, April 25th at 11:59PM, they will be entered to win a \$20 Amazon gift card and a free reusable shopping bag!

Each week throughout the challenge, teen participants will be asked to make a related Instagram post, showing how they are passing the time in a creative, productive, or fun way.

- All participants have until Saturday at 11:59PM to put up their post and use the hashtag: #BuffaloPAUSE
- Each week, up to 50 participants will receive a \$20 Amazon gift card

To enter, participants must be between the ages of 13 and 18, reside in the City of Buffalo, and have a public profile on Instagram. All entries must take place at home indoors or outdoors following proper social distancing guidelines. Only one submission per person or from a social media account can win each week. Tag your post with #BuffaloPAUSE on Instagram. If you have been selected, we will send you a Direct Message (DM) with a link to fill out a form so we can process your gift card. #BuffaloPAUSE is designed and implemented by the Buffalo Police Athletic League. All prizes and awards are funded by AT&T.

The Buffalo Police Department continues to help prevent overdoses

The Buffalo Police Department continued its efforts to combat a recent rise in overdoses in the City of Buffalo by continuing to distribute Naloxone (also known as Narcan). Officers will be handing out Naloxone tomorrow from 10am to 1pm at the Tops Plaza located at 1275 Jefferson Ave. Naloxone temporarily blocks the effects of opioids, and can reverse an overdose. If you or someone you know is struggling with addiction, call the Erie County Department of Health's 24 Hour Addiction Hotline at 716-831-7007.

Virtual Earth Week continues

Mayor Brown is calling on City residents to celebrate the 50th anniversary of Earth Day by taking part in a week-long series of virtual activities this week. Earth Day is April 22, 2020. Residents are encouraged to use recycled materials to make a craft today and tag us on Facebook/Instagram/Twitter @recyclebuffalo. Wednesday's virtual Earth Week activity asks residents to show us how you are caring for our planet! Ideas: Pick up litter around your house, plant a tree or garden and create less waste. For more information, go to www.buffalony.gov.

Looking for work? Local Companies are hiring!

Local employment counselors continue to help residents impacted by the COVID-19 emergency. If you are looking for work, call the Buffalo Employment and Training Center at 856-JOBS. Employment counselors are available for remote one-on-one counseling sessions.

Mayor Brown asks residents to give blood

Thanks to an outpouring of support by the community, ConnectLife says it is no longer experiencing blood shortages in Western New York. However, the need for blood is constant and ConnectLife will still need donors in the future. Mayor Brown urges residents who are healthy and COVID-19 symptom-free to give blood to ensure that our region maintains an adequate supply for patients in need. To make an appointment, visit connectlifegiveblood.org. Donating blood is safe and social distancing measures are in place to protect donors.

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