



For Immediate Release

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Vermont Retail & Grocers Association Introduces #maskforthewin Challenge
Take the challenge, wear a mask while in stores statewide, win a prize

Montpelier, Vt. – We know that wearing masks in public helps us keep each other safe – but now it could also help Vermonters win great prizes from Vermont’s retailers and grocers.

As businesses reopen statewide, Vermont Retail and Grocers Association (VRGA) is launching a #maskforthewin social media challenge to inspire Vermonters to wear a mask while in stores. Each week, VRGA will release a new #maskforthewin challenge for participants to complete. Those who complete the weekly challenge will be entered into a weekly prize giveaway. Compete every week and post as often as you would like with #maskforthewin.

“We want to motivate Vermonters to wear masks when inside businesses for the safety of themselves, store customers and store employees,” said VRGA president Erin Sigrist. “VRGA knows most Vermonters are wearing masks while they are out shopping, but we want to encourage everyone to do so, make it fun, and bring our Vermont communities together.”

Participating is easy. Just take a selfie or a socially distant group photo wearing your mask and post it to social media (Facebook, Twitter, Instagram) with #maskforthewin to participate and help build awareness.

Week one begins Friday, May 22nd. Post a selfie with your mask on outside of your favorite local retailer or grocer and use #maskforthewin on Facebook, Instagram, or Twitter to be entered into the first giveaway. A random winner will be chosen on Friday, May 29th to receive a \$30 [Homeport](#) gift card.

Each new weekly challenge will be announced on VRGA’s social media channels on Friday. Check VRGA’s social media accounts at the start of every week to find out what the new challenge and prize for that week is.

VRGA will be reposting #maskforthewin posts often, so check their social media channels to find posts from your fellow Vermonters. Find them on: [Instagram](#), [Facebook](#), [Twitter](#).

Please reach out to info@vtrga.org with any questions about the #maskforthewin campaign.

To learn more about the work VRGA does, visit their website at www.vtrga.org, follow them on [Facebook](#) & [twitter](#), call their office at (802) 839-1928 or visit them at 963 Paine Turnpike N, Berlin, VT 05602.

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About Vermont Retail & Grocers Association:

The Vermont Retail & Grocers Association represents approximately 800 Vermont retail stores and 250 suppliers to the industry, including members of the Vermont Specialty Food Association. VRGA is an association of merchants and trade partners united to promote the sustainable growth of the industry through the educational, economic and public policy needs of its members. The association is the leading voice in the legislature representing members when it comes to proposed changes in laws surrounding employment regulations, taxation, environmental regulations, and much more.