



*For Immediate Release*

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## **Vermont Retail & Grocers Association Announces Week Two of #maskforthewin Challenge**

***Take the challenge, wear a mask while in stores statewide, win a prize***

Berlin, Vt. – Last week, the Vermont Retail and Grocers Association (VRGA) launched the #maskforthewin challenge to encourage consumers to wear cloth masks while in businesses statewide. The challenge is simple: take a selfie in front of your favorite local business with your mask on!. Prizes are awarded each week to a random poster who takes the challenge and uses #maskforthewin in their post!

Week one’s challenge saw a variety of posters from all over the state! From South Burlington to Bennington, VRGA was thrilled to see consumers masking up when they went to shop. Check the VRGA social media channels to see reposts and story highlights of week one #maskforthewin posts!

The winners for week one were Sarah Perrin and Michael Nigro for their selfie in front of The Village Chocolate Shoppe in Bennington! They’ve been awarded a \$30 homeport gift card. Honorable mention went to instagram poster @lauraldawn who did a “virtual #maskforthewin” from up in Canada. They photoshopped masks onto themselves at all their favorite Stowe businesses! VRGA is sending them a “Vermont gift pack” to help them enjoy Vermont from afar until they can come down and see us again. VRGA would like to thank all posters from week one!

Week two starts Monday, June 1st. The challenge remains the same, but the prize pack is different! Week two posters will be given a chance to win a “country store prize pack”. The prize pack includes apparel, small gift items, and branded beverages from Vermont Country Stores. VRGA would like to thank [Jericho Center Country Store](#) in Jericho, [Winhall Market](#) in Winhall, and [Beaudry’s Store](#) in Huntington for donating to this gift basket! Get out to your favorite local business, get your mask on, snap a selfie and use #maskforthewin to give yourself a chance to win the week two prize.

Participants from week one are encouraged to participate in week two, three and four as well. Keep posting with #maskforthewin to show your support for the health and safety of your local businesses!

“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.”

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](mailto: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](http://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.