



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. – 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 two’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 two #maskforthewin posts!

The winner for week two was Allison Myers for her son's selfie in front of the Lake Champlain Chocolates food truck in South Burlington! They’ve been awarded a country store prize pack with gifts from Jericho Center Country Store, Winhall Market, Beaudry's Store, and Sugar Bob’s Finest Kind Smoked Maple Syrup,

Week three starts Monday, June 8th. The challenge remains the same, but the prize pack is different! Week three posters will be given a chance to win a Cheese and Wine Traders gift card. The gift card can be used online or in store. Cheese and Wine traders in South Burlington is a family owned business that has over 1500 wines, and over 150 cheeses. They are the premier spot for cheese and wine in the Burlington area. 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 three prize!

Participants from week two are encouraged to participate in week 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 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.