



## **MEDIA ALERT**

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## **Public Health Institute Launches BLINK YOUR LIGHT for Healthcare Workers; Kicking Off Saturday, 8 p.m.**

**Springfield** – The Public Health Institute of Western Massachusetts (PHIWM), along with other partners in the region, have announced the launch of **BLINK YOUR LIGHT for Healthcare Workers**, a campaign that asks **everyone in the region to blink a light in their homes, or a light that can be seen by others outside, every night at 8 p.m. for one minute. The campaign will kick off this Saturday, April 4 at 8 p.m.**

The BLINK YOUR LIGHT campaign will run every night until the state of emergency designated by Governor Baker ends. The effort is aimed to express collective gratitude for all healthcare workers, tirelessly taking care of those most in need in our region during the COVID-19 pandemic.

Other participating partners include The Food Bank of Western Massachusetts; TapestryHealth; Human Service Forum; RainMaker Consulting; Behavioral Health Network (BHN); and Center for Human Development (CHD).

**The Public Health Institute of Western Massachusetts** was formed a little over 20 years ago with the goal of building measurably healthier communities using data and its convening power to create collaborative partnerships.