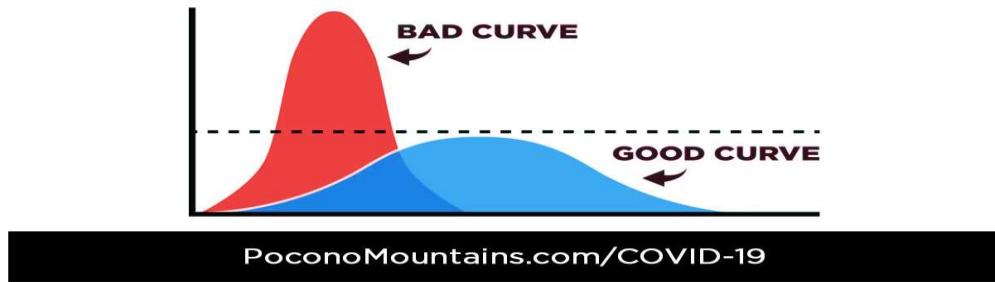


STAY HOME TO SAVE LIVES. NOW.



CONTACT:

Chris Barrett – President/CEO
Pocono Mountains Visitors Bureau
cbarrett@poconos.org
[\(717\) 975-7528](tel:(717)975-7528)

COVID-19 Communication Plan for the Pocono Mountains PMVB Microsite to Serve as Central Resource

March 30, 2020 – As COVID-19 continues to spread, information is fast-paced and constantly evolving. The rapid communication can seem overwhelming and it becomes hard to weed out fact from fiction.

Community and hospital leaders are working together to ensure residents of the Pocono Mountains have access to accurate and important information that is housed within one location. The Pocono Mountains Visitors Bureau microsite, PoconoMountains.com/Covid-19, will serve as that central hub for the four-county region.

The PMVB microsite is revised daily to reflect federal, state and county updates in addition to important messages from our local hospitals. The microsite also provides information about property updates, event changes, restaurant offerings and best practices to help flatten the curve.

“This is a region-wide team approach to disperse consistent and clear messaging on one platform,” said Pennsylvania State Representative Rosemary Brown of the 189th Legislative District. “Developing a united plan of action will also help with recovery efforts.”

“The PMVB is working with doctors, law enforcement and other community leaders to create public service announcements,” said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “These messages – which will run on television, radio, digital and social media – aim to educate the public about how to prevent the spread.”

Residents are strongly encouraged to sign up for their county’s CodeRED emergency alert system which is available in [Carbon](#), [Monroe](#), [Wayne](#) and [Pike](#) counties. The free service allows emergency officials to notify residents via email and/or text message of important information during critical situations.

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Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at [\(570\) 421-5791](tel:(570)421-5791). Follow [@PoconoTourismPR](https://twitter.com/PoconoTourismPR) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.