



POCONO MOUNTAINSSM
VISITORS BUREAU

WATCH WEEKLY BRIEFING

CONTACT:

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MEDIA ALERT

Week 2: COVID-19 Weekly Briefings

A Resource for Pocono Residents

WHAT: Every Friday morning, tune in or stream live as a panel of community leaders provides important updates related to [COVID-19](#) in the Pocono region. Now in its second week, tomorrow's briefing (4/17) will focus on the following information –

- The latest local healthcare updates & statistics
- Tips on correct use of face masks & gloves
- New patient testing policies
- Obtaining healthcare for non-coronavirus-related needs
- Updates from Carbon & Pike county commissioners

WHO: Panelists include –
Elizabeth Wise, President of Lehigh Valley Hospital-Pocono
Donald Seiple, President of St. Luke's Monroe Campus
panelists may change weekly

Moderator –
Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau

WHEN: Every Friday at 10 a.m. Briefings last about a half hour.

WHERE: Recorded at East Stroudsburg University's Television Studio
Streaming live on Pocono Television Network (on-air and [online](#)) & Blue Ridge Communications TV13 (on-air and [online](#)).

Video of this week's segment can be provided to media outlets upon request.

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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.