



**CONTACT:**

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## MEDIA ALERT

### Week 7: COVID-19 Weekly Briefings

*A Resource for Pocono Residents*

**WHAT:** Now in its seventh week, tomorrow's briefing (5/22) will be held on the very day Wayne and Carbon counties transition to the 'yellow' phase of Governor Tom Wolf's statewide reopening plan. The briefing will focus on 'looking ahead' to [COVID-19](#) recovery efforts in the following areas –

- CEO of Wayne Memorial Hospital discusses reopening clinics & returning to 'normal' healthcare
- Reopening & recovery efforts for small businesses
- Community responses to COVID-19 & future issues we will likely face
- The latest local numbers related to COVID-19 in the Pocono region
- Updates on the 'Pocono Promise' initiative

**WHO:** Panelists include –  
Michael Tukeva, President/CEO, Pocono Mountains United Way  
Marlyn Kissner, Executive Vice President, Pocono Chamber of Commerce  
*\*panelists may change weekly\**  
  
Moderated by Chris Barrett, President/CEO, Pocono Mountains Visitors Bureau

**WHEN:** Friday mornings at 10 a.m. Briefings last 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](http://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.