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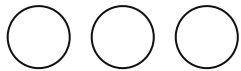
**NEWS**

# Partnership for NYC launches campaign on coronavirus fight

Spots back CDC's guidelines: "Stay home. Stop the spread. Save lives."

**Capitol bureau**

March 28, 2020





National Guard troops listen as New York Governor Andrew Cuomo speaks to the press at the Jacob K. Javits Convention Center in New York, on March 27, 2020. - The New York National Guard, the US Army Corps of Engineers, and Javits employees are constructing a 1,000-bed facility at the center, as the state tries to contain the rising coronavirus cases. (Photo by Bryan R. Smith / AFP)

BRYAN R. SMITH/Getty

**ALBANY —** The nonprofit Partnership for New York City has launched a campaign of public service announcements designed to encourage people to stay the course as the city, state and nation confronts the coronavirus crisis.

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"There's something out there right now — something that is getting passed from one person to another person to the next," the narrator says in one of two spots. "And it's called sanity. It's called knowledge. It's called cool heads in a time of crisis. And it's being passed along to others every day."

The core message: "Stay home. Stop the spread. Save lives."

The 60-second message ends with footage of Gov. Andrew M. Cuomo speaking in one of his recent daily briefings on the state's response. "We are going to get through it," he says, "and how long and how well it takes us to get through it is up to us."

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A 30-second spot notes that older Americans — including those who fought World War II and Vietnam as well as the Civil Rights struggle — are among those facing the gravest danger from the virus.

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“These generations that sacrificed so much are the most at risk right now, and they’re asking you to sacrifice — by staying home,” the narrator says.

Created by Ellis Verdi of the Verdi/DeVito firm, the ads are slated to run throughout New York as well as New Jersey and Connecticut via television and the web.

The Partnership for New York City represents the city’s business leadership and its largest private-sector employers.

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