

NEWS RELEASE

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Contact: Sherri Cunningham

scunningham@nomabid.org

202-440-0954

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NoMa BID LAUNCHES "WEAR A MASK" PSA CAMPAIGN

"Wear-a-Mask" Posters Designed by Local Artists Available for Free to Encourage Universal Compliance

August 27, 2020 (Washington, DC) – With public health officials confirming that face masks are the number one tool we have currently available to help stop the spread of coronavirus and protect ourselves and each other, and knowing the power of art to inspire and spur action, the NoMa Business Improvement District (BID) commissioned four local artists to create artwork for its new "Wear a Mask" PSA campaign.

Beginning this week, the streets, windows and walls of NoMa will be blanketed with eye-catching, bold and original artwork designed by [Kelly Towles](#), [Michelle Shiyu Chen](#), [Trap Bob](#), and [Red Swan Walls](#) to deliver one simple and clear message to residents, workers and visitors to the neighborhood: Wear a Mask.

"We're launching the 'Wear a Mask' PSA campaign to provide compelling visual reminders throughout NoMa," says Robin-Eve Jasper, President of the NoMa BID. "Art has always been part of NoMa's DNA. This campaign taps into NoMa's arts-identity and its transformative power to connect, educate, inspire and alter behavior."

Free "Wear a Mask" posters will be available beginning on Wednesday, August 26, from the following NoMa restaurants and businesses:

- [Indigo](#)
- [King Street Oyster Bar](#)
- [Laos in Town](#)
- [Lily & the Cactus](#)
- [NUBOXX](#)

- [Red Bear Brewing Co.](#)
- [Republic Cantina](#)
- [Streets Market NoMa](#)
- [Sweet Science Coffee](#)
- [The Salon Professional Academy](#)
- [Uncle Chip's](#)
- [Wunder Garten](#)
- [Yoga NoMa](#)

To view the artists designs and learn more about NoMa BID's "Wear a Mask" campaign, visit www.nomabid.org/reopen/

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About NoMa BID

NoMa is a vibrant, growing neighborhood in Washington, D.C., nestled among Union Station, Shaw, Union Market, and the H Street NE corridor. Already, NoMa has almost 22 million square feet of commercial, residential and retail space, and each day, even during the current public health emergency, NoMa's commercial core remains active with workers, residents and visitors, and the NoMa BID helps to encourage people to practice safe social distancing and wear masks. Through a public-private partnership with the D.C. government, the neighborhood is receiving great new parks and public spaces. NoMa is also the city's most connected neighborhood, with a Walk Score of 92, stellar cycling infrastructure, unparalleled rail options, two Metro stops, and vehicular access to major highways. The NoMa BID organizes and sponsors dozens of free community events each year and also maintains a free outdoor WiFi network. For more information, visit nomabid.org and sign up for our newsletter. Follow us on [Twitter](#) (@NoMaBID), [Instagram](#) (@noma.bid) and [LinkedIn](#) and like us on [Facebook](#) (@NoMaBID).