



**FOR IMMEDIATE RELEASE:**

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## **LOCAL DOCTORS EXPAND MASK OF WELLNESS PROGRAM**

*Mask of Wellness is a positive approach that benefits the social, physical, and economic wellness of a community and provides businesses with a free COVID-Conscious method and self-certification program*

**IOWA CITY, IA—MAY 26, 2020—** As restrictions are being lifted across the state and country, two Iowa doctors are on a mission to help businesses operate in a safe manner in the new COVID-19 world. David C. Krupp, M.D., an emergency room doctor in Iowa City and Dr. Robbie Schwenker, PharmD, a community pharmacist, developed 'Mask of Wellness,' a free initiative to provide education and tools for businesses to operate in a safe manner amidst the COVID-19 pandemic. 'Mask of Wellness' is a safety method and free self-certification program for a COVID-conscious business. The team launched the program in Iowa City in early May and is now expanding the program nationwide to promote social, physical and economic wellness.

Businesses can sign up and self-certify at [www.maskofwellness.com](http://www.maskofwellness.com), pledging that they will take three simple actions to maintain the safety of employees and patrons of their establishments:

1. **Masks** - Worn by every employee in all areas of the work environment.
2. **Hygiene** – Practice personal, surface and distance hygiene.
3. **Health** – Conduct daily health self-certification.

The 'Mask of Wellness' self-certification is provided at no cost to promote a COVID-Conscious business. From the website, businesses will be able to download additional graphics, content and materials to promote the safety steps their business is taking as a COVID-Conscious business, in turn attracting customers and providing comfort and confidence to patrons and employees.

“This is a win-win solution, reducing the chance of employees from spreading the virus in the workplace. In turn, your customers will feel more confident choosing a business that promotes a 'COVID-Conscious' work environment that prioritizes the health and safety of their customers and communities,” said Dr. Krupp. “Our collaborative efforts WILL play a role in preventing COVID-19 recurrent episodes with impact upon ALL elements of society. We appreciate your help to advance this endeavor fostering the health and the wealth of our society. The steps to take are so very simple and it all starts with a mask of wellness.”

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The team has already signed on more than 100 Eastern Iowa business with the Mask of Wellness program and has received positive feedback about the program that will put some control back in business owners' hands.

***“At 30hop, we’re proud to be a part of the ‘Mask of Wellness’ knowing we are taking steps to keep our employees safe while also benefiting the overall wellness of our community. The Mask of Wellness program is exactly what we needed to jumpstart our reopening,” Eric Shewmaker- 30hop Partner***

#### **About Mask of Wellness**

Launched on May 1, 2020 by two Iowa doctors, Mask of Wellness is a positive approach that promotes responsible behavior that is necessary to keep society open during this pandemic while benefiting social, physical, and economic wellness. David Krupp, M.D. and Robbie Schwenker, PharmD developed the simple safety method and self-certification program to help preserve the nation’s economy while at the same time maintaining healthy practices for the public. For more information or to sign up, visit [www.maskofwellness.com](http://www.maskofwellness.com).

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