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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Twitter Takeover on Miami Beach *– Tweets Come to Life on City Streets and Buildings –*

Miami Beach, FL – Twitter is partnering with cities across the nation, including Miami Beach and Miami to launch an out of home campaign to highlight the human conversation on masks. Using cool, fun and approachable messages you may have seen posted on Twitter, the campaign aims to remind the community to wear a mask. With over 100 million Tweets about facial coverings since March, masks have been a major global conversation and proven essential to stopping the spread of COVID-19.

“Masks are the closest thing we have to a vaccine, and we’re grateful Twitter chose Miami Beach to share these life-saving messages in a unique way to our many visitors and residents,” said Mayor Dan Gelber.

Today, the campaign will launch in the City of Miami Beach. Mask tweets will be popping up around the city in unique ways — on sidewalks, buildings and more — to encourage habits that promote public health. Keep an eye out for these messages, placed around some of the most visited areas in Miami Beach.

“People around the world are talking about masks and the real-talk happens on Twitter. We’re excited to bring these Tweets to the streets, amplify people’s voices, and encourage everyone to mask-up,” said Nola Weinstein, Twitter’s Global Head of Culture & Brand Experience.

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