

**ARMED &**

**VACCINATED!**

WITH

*Lorna*

**PROTECT YOURSELF. PROTECT YOUR COMMUNITY.**

DIGITAL PRESS KIT:  
[WWW.ARMEDANDVACCINATED.COM](http://WWW.ARMEDANDVACCINATED.COM)

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**Los Angeles, CA (April 29, 2021),** The Lorna M. Johnson Global Enterprises announces the creation of the Armed and Vaccinated campaign, a campaign that aims to fight against the spread of Covid-19 by encouraging black and brown communities to get vaccinated.

Communities of color are at an extremely high risk of contracting Covid-19 and suffering from its complications. Vaccination hesitancy, deeply rooted in racial and medical discrimination, is slowing down the goal of reaching herd immunity. It is imperative that we protect ourselves against the coronavirus because of the increased levels of death in communities of color. Health conditions such as heart disease, high blood pressure, diabetes and asthma are all risk factors for Covid-19 affecting African Americans.

Black people are most affected by Covid-19, yet only 8.4% compared to 67.5% whites are vaccinated. Black people account for 25% of those who have tested positive and 39% of the Covid-related deaths, while making up just 15% of the general population. African Americans are dying of coronavirus at an alarming rate that is about 2.5 to 3 times higher than other groups.

Here in California, African Americans are about six percent of the population but 10.6 percent of deaths.

"I want to ensure our community survives this pandemic! To this end, I am calling on all the leaders in our communities of color to join me as I kick off the LMJ Global 'Armed and Vaccinated Campaign'," said Lorna M. Johnson, Founder and CEO of Lorna M. Johnson Global Enterprises. "This campaign will encourage and celebrate people of color to get vaccinated."

We are committed to protecting our communities by encouraging people of color to receive the Covid-19 vaccine. Our goal is to have 100,000 individuals get their shot! That's not a lot, but it's a start. It is our goal to join forces with other leaders in our communities of color to join our campaign and encourage family and friends to get their shot! In addition to encouraging Covid-19 vaccination, we aim to combat misinformation and hesitancy about Covid-19 and the vaccine.

For more information, please visit [www.armedandvaccinated.com](http://www.armedandvaccinated.com). Enter your email address and click '**I GOT MY SHOT**' and join the **Armed and Vaccinated Community**.



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### **BECOME AN OFFICIAL ARMED AND VACCINATED PARTNER**

The Armed and Vaccinated Campaign is a great opportunity to help fight against the spread of Covid-19 and increase vaccination in communities of color. Our goal is to have 100,000 individuals get their shot. Partnering with the campaign will ensure awareness, engagement and protection against the virus. Together, we can do it! Contact us at [info@armedandvaccinated.com](mailto:info@armedandvaccinated.com) or [info@lmjglobal.com](mailto:info@lmjglobal.com) to start working together.

### **PROMOTE THROUGH SOCIAL MEDIA**

Social media is one of the best and easiest way to communicate our goal of increasing Covid-19 vaccination. Everyone that gets vaccinated and joins the Armed and Vaccinated community, is entered in a chance to win a trip for 2 to Jamaica. Go to [www.armedandvaccinated.com](http://www.armedandvaccinated.com) to join the community.

### **INCREASE YOUR ENGAGEMENT AND PARTICIPATION IN THE ARMED AND VACCINATED CAMPAIGN BY USING FACEBOOK, INSTAGRAM AND TWITTER**

- Follow @armedandvaccinated across all platforms: Facebook, Instagram and Twitter
- Actively favorite, retweet tweets and repost images posted by @armedandvaccinated
- Use the official Armed and Vaccinated hashtags, #getyourshot #lgotmyshot and #armedandvaccinated in your social media posts
- Share official Armed and Vaccinated images and infographics

### **ARMED AND VACCINATED THEME**

Protect yourself. Protect your community.

### **PROMOTE WITH EMAIL NEWSLETTER**

Want to send an email about the Armed and Vaccinated Campaign to your supporters, members or followers? You can use the template below. Feel free to add additional language.

Template:

Dear \_\_\_\_\_,

The Armed and Vaccinated Campaign aims to fight against the spread of Covid-19 by encouraging black and brown communities to get vaccinated and we want you to join us! [Insert your name/company] will be joining the Armed and Vaccinated campaign taking part by [insert your plans].

Here are some ways to get involved in the Armed and Vaccinated Campaign:

- Subscribe to the Armed and Vaccinated Community after getting vaccinated. (link to <http://armedandvaccinated.com>)
- Become an official Armed and Vaccinated Partner. (Email [info@armedandvaccinated.com](mailto:info@armedandvaccinated.com))
- Check out the Armed and Vaccinated stickers, images, and infographics. (link to <http://armedandvaccinated.com>)

You can learn more about the **Armed and Vaccinated Campaign** at [www.armedandvaccinated.com](http://www.armedandvaccinated.com). We look forward to joining forces with you!



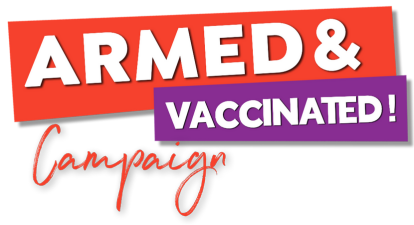
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## CAMPAIGN SHAREABLES

## LOGOS



## SOCIAL MEDIA PROFILE FRAMES



## INFOGRAPHICS

**ARMED & VACCINATED! MYTH VS FACT**

MYTH	FACT
✗ THE VACCINE ISN'T SAFE.	✓ VACCINE TRIALS HAVE PROVEN THEY ARE SAFE AND EFFECTIVE.
✗ THE COVID-19 VACCINATION WILL GIVE YOU COVID-19.	✓ THE VACCINE DOES NOT CONTAIN A LIVE VIRUS.
✗ AFTER BEING VACCINATED, I DON'T NEED TO WEAR A MASK.	✓ IT IS RECOMMENDED TO CONTINUE WEARING A MASK AFTER BEING VACCINATED.

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