

CDC: #SlayCovidAway

Centers for Disease Control and Prevention

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NEWS RELEASE

FOR IMMEDIATE RELEASE – 03/08/23

THE CENTERS FOR DISEASE CONTROL AND PREVENTATION URGES TO #SLAYCOVIDAWAY WITH THE VACCINATION

ATLANTA – While the rates of death from COVID-19 are decreasing, the Centers for Disease Control and Prevention (CDC) warn against complacency in vaccination behavior. #SlayCovidAway by remaining vigilant, while masks and social distancing are not mandatory, preventing the spread of the virus is contingent upon booster shots. The CDC is hosting a creative contest for social media influencers to use their skills to highlight #SlayCovidAway. Winners of the contest, chosen by the director, will get an opportunity to travel to Atlanta and meet with the communications team.

CDC Director Rochelle Walensky, M.D. said: “To continue progressing forward in the fight against COVID-19 we are putting a lot of the responsibility in the hands of Gen Z. They are the generation of change making and they are the people that can convince moms, dads, and grandparents to be vaccinated. I trust with their support we can have a healthy summer.”

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TikTok, Instagram, and Twitter users can share images of being boosted and use the #SlayCovidAway. The campaign is used to entice fun but also encourage the spread of booster shots to decrease the rates of infections. The CDC encourages social media users to get creative and share the message.

The Centers for Disease Control and Prevention is the nation's leading science-based, data-driver service organization. Using science, we keep children and families safe and healthy to protect the public. For more information about the CDC visit our website at [cdc.gov](https://www.cdc.gov), or contact Lindsey Williams at lindsw@unc.edu.

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