

# MASK UP RI IS MAKING FACE MASKS MANDATORY (AND STYLISH)

Check out all the local personalities who are doing their duty and masking up for preventive safety measures.

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[Jamie Coelho](#)



Advanced Production and Design projected the message on the beloved Superman Building. Make sure to mask up and do your duty!

There's a new revolution happening on Rhode Island's streets, and it involves wearing face masks. **Mask Up RI** is a social media campaign on Instagram, Facebook and Twitter that's encouraging Rhode Islanders to mask up in the face of COVID-19.

According to **CommerceRI**, as of April 18, all employees of customer-facing businesses, office-based businesses and nonprofits, construction businesses and manufacturers are required to wear cloth face coverings while at work. All customer-facing businesses must take steps to remind customers to wear face coverings as well.

The Mask UP RI initiative is a partnership between **Commerce RI**, Rosanna Ortiz, president and CEO of **StyleWeek**, and Kristen Adamo, president and CEO of **Providence Warwick Convention and Visitor's Bureau (PWCVB)**. People from all over the state are sending in photos of themselves wearing masks, and many of the images are spotlighted on the **Mask Up RI Instagram** and **Facebook pages** and on Twitter using the hashtag **#MaskUpRI**.

From stylish people rocking custom-made rhinestone-embellished masks to frontliners in full PPE gear, the Instagram feed shows varied perspectives on what it means to do your duty and take preventive safety measures for the health and safety of others. Some of our favorites include seeing the Big Blue Bug masked up as well as Rhode Island governor Gina Raimondo and Officer Jill Marshall of the live reality television series, "Live PD."

Heather Evans, Chief Marketing Officer of Commerce RI, originally reached out to StyleWeek's Ortiz to brainstorm on an initiative to promote the awareness of wearing a mask. "I immediately felt imagery was important. Instagram was the perfect outlet," Ortiz says. "Not only to shed light on the importance but also showcasing our community doing their duty during this time."

Adamo also got involved with the project because she was looking for a way to help the current situation, and the promotion of Mask Up RI fit her skill set. "I was thrilled that Rosanna asked me to plan it with her because I had been seeing all these incredible people pitching in to help in many different ways," she says. "I think we've helped to increase awareness and to mitigate the awkwardness of

wearing a mask in public. If everyone is doing it and is proud of it, it's much easier to join in."

Recently, the Superman building got in on the action with a Mask Up RI image projected onto the building by Advanced Production and Design from the StyleWeek offices. Share your own photo in a face mask by using the hashtag #MaskUpRI. The photos may be shared on the [@mask\\_up\\_RI Instagram](#) and [Mask Up RI Facebook](#) pages, as well as on Twitter under the [#MaskUpRI hashtag](#).

### **Here are some of our favorites:**

- Rosanna Ortiz, President and CEO of Styleweek and partner for Mask Up RI.
  - Warwick Police Officer Jill Marshall of "Live PD."
- Jarvis Green, Super Bowl Champion and Founder of Oceans 97.
  - Rhode Island Governor Gina Raimondo.
  - Extraterrestrial life, taking precaution. Big Nazo.
    - The Big Blue Bug doing its duty.
- Latha Sivaprasad MD, FACP, FHM, SVP and Chief Medical Officer at Rhode Island Hospital.
  - Flavio Tavares, Providence Police Officer.
    - Sin Alley Tattoo.
  - Billy Gilman, 2x Grammy Nominee from NBC's "The Voice."
    - Providence Mayor Jorge Elorza.
- Kent Stetson, handbag designer.
- Hilina Ajakaiye, founder and executive director of R.I.S.E. Women's Leadership Conference.
  - James Mark, owner of north and Big King.
  - Amy Page DeBlasio, fashion and mask designer.
    - Nick Autiello, VP at State Street.
- Ting Barnard, philanthropist.

- Jamie Coelho, associate editor, Rhode Island Monthly.
- Ian Travis Barnard, filmmaker, photographer and amazing dad.
  - Heather Evans, Chief Marketing Officer, Commerce RI.
    - Kristen Adamo, CEO Go Providence.
    - Ms. Haley Star, Performer.
    - RN working with COVID-19 patients.
  - Any Bruni, Star of "Kindred Spirits" on The Travel Channel.
- Advanced Production and Design projected the message on the beloved Superman Building. Make sure to mask up and do your duty!
- Our La Gondola Providence Gondoliers masking up. We can't wait to be on the river with again.
  - Rosanna Ortiz, President and CEO of Styleweek and partner for Mask Up RI.
    - Warwick Police Officer Jill Marshall of "Live PD."

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Here's more info on **DIY face coverings** from Commerce RI.

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