

For Immediate Release
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City of Madison Launches *Look Forward* Campaign

Madison, WI – In these difficult times, what does it mean to connect with each other? How can we "look forward" to a time that feels different than the present?

Look Forward is a new online initiative of the City of Madison that will promote a sense of connectedness spanning all neighborhoods and communities within the City of Madison.

Look Forward invites you to share how you, your neighbors, your friends and family members, your coworkers, and others have been supporting and uplifting each other in ways big and small. Show us what holds "us" together during this challenging time. We want to see what makes you positive, inclusive, and resilient.

"Every member of our community is vital," said Mayor Satya Rhodes-Conway. "We all have something to contribute. By staying home, by maintaining social distancing when away from home for necessary activities, by washing your hands and wearing a face covering when outside of your home, you are flattening the curve, especially here in Dane County. I know that this is hard in so many ways for our community, but we are a strong and resilient community. Look Forward celebrates the true nature of Madisonians and helps us connect with each other online and look ahead to a time when we can safely be together in person again."

The images, events, and stories shared through Look Forward will cultivate optimism in this time of uncertainty by:

- encouraging healthy behaviors,
- educating people about coping strategies,
- sharing examples of inclusivity, positivity, resilience, and connectedness across all Madison neighborhoods and communities,
- celebrating essential workers such as bus drivers, technology staff, grocery store workers, trash collectors, emergency responders, and medical staff,
- and preparing our community for economic recovery.

You can follow and engage with the campaign on Facebook, Twitter and Instagram.

Facebook: **@LookForwardMadison**

Instagram: **@lookforwardmadison**

Twitter: **@LookForwardMsn**

Website: **lookforwardmadison.org**

Look Forward is a City of Madison collaboration coordinated by Madison Public Library and Madison Arts Commission, with the artistic support of Art & Sons and The Bubbler