

NEWS RELEASE
FOR IMMEDIATE RELEASE
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ThreeSixtyEight supports local healthcare heroes with a platform to procure thank you notes and thoughtful donations for frontline fighters.

BATON ROUGE, La. – ThreeSixtyEight launches [Viral Positivity](#), a fundraiser and positivity drive benefiting healthcare workers across Baton Rouge, Louisiana. The drive works to collect notes of gratitude and thoughtful donations for healthcare workers.

This joint community effort is led by [ThreeSixtyEight](#) with the support of the East Baton Rouge District Attorney Hillar Moore and the [Baton Rouge Area Foundation](#).

With the end of COVID-19 unknown, we must join forces in supporting the healthcare workers that continue to battle this pandemic in the many months ahead and care for our community on the front lines.

“As Louisiana’s economy begins to re-open, make no mistake: COVID-19 is still a severe threat to our community. This pandemic is a marathon that is just beginning. That’s why keeping our healthcare heroes and frontline workers’ morale intact for the long haul is so important in the fight against this disease,” said Catherine O’Neal, MD, chief medical officer at Our Lady of the Lake Regional Medical Center.

All proceeds from donations will be used to purchase products requested by our hospitals and health care providers to assist our nurses and doctors to stay strong for the fight against COVID-19.

In addition to donations, community members can leave words of thanks and encouragement for healthcare workers at shareviralpositivity.com.

Our website’s resource page serves to connect families, healthcare workers, and individuals with mental health support and crisis-related community resources.

Ways to get involved:

- Visit ShareViralPositivity.com
- Donate to healthcare heroes
- Share a note providing hope or expressing gratitude to frontline fighters
- Browse and share resources curated for individuals, healthcare workers, and families
- View our list corporate sponsors

Visit ShareViralPositivity.com to donate or leave a word of encouragement for your favorite healthcare worker. For more information about how you can get involved, please contact Kenny Nguyen at Kenny.n@threesixtyeight.com.

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