

June 17, 2021

Dear Colleagues:

We have new resources to share this week. We hope these are helpful.

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**New Massachusetts VaxMillions Giveaway**

Help spread the word about VaxMillions. Beginning July 1, eligible residents 18+ may enter to win one of five $1 million cash prizes, and eligible residents ages 12-17 may enter for the chance to win one of five $300,000 scholarship grants. Learn more at[http://mass.gov/VaxMillions](https://t.co/PJYBBDdGbF?amp=1).



**New All Aboard the Vax Express**

Please let your community networks know about the Vax Express making stops along the MBTA Commuter Rail in communities with low vaccination rates. Walk-ins are welcome. Free food, music, and $25 grocery store gift cards with each vaccination. Details can be found here: <https://www.cic-health.com/vaxexpress>

**New CDC Social Media Toolkit**

[CDC’s Social Media Toolkit](https://www.cdc.gov/coronavirus/2019-ncov/communication/vaccination-toolkit.html) includes digital resources and sample messages for Facebook, Instagram, and Twitter. Topics include:

* About the COVID-19 vaccines
* Benefits, safety, and effectiveness
* What to expect after vaccination



*Thank you for all you are doing to promote vaccine safety and confidence!*