



**m-AskThePeople.com**

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For Immediate Release

Encouraging our youth to “Mask Their Face, Not Their Style”

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[Flint, MI]:

Shop Floor Theatre Company’s goal this year is to give young leaders the ability to connect their artistic expression and the desire to keep their community safe. One of the initiatives has been to partner up with mAsk The People, so that they can take the lead and encourage those around them to “Mask their Face, Not their Style”.

mAsk The People, is a maker-to-market initiative, where artists, designers, and community activists are engaged to help put their unique designs on reusable multi-layered filtration masks to address the COVID-19 pandemic.

“Masks are a critical part of keeping our community safe during this pandemic, and being able to provide proper PPE for our youth programs is vital for the safety of our participants, staff, and the greater community we serve!” says Kendrick Jones, Executive Director at Shop Floor Theatre Company. “Being able to team up with an organization such as mAsk The People, not only will help encourage our youth to be a part of the collective fight against the virus, but will also ensure they can continue to express their individuality and creativity in a new way especially as young people are re-entering clubs and schools.”

“The real challenge is to change peoples’ behavior and attitudes towards wearing masks. This is why we wanted to help make wearing masks fun and a way to express one’s identity through unique designs. Hence, **Mask Your Face, Not Your Style!**”, Garvey Chui, co-founder of mAsk The People, adds.

Jones adds, “In partnering with us, mAsk the People is providing critical masks in a fun and artistic way that allows our youth to continue to express themselves, while going back into society safely. Our young leaders will be role models in creating the change in our community.”

“We’re really grateful to the Charles and Lynn Schusterman Family Foundation who provided us with financial support to donate these critical masks to the communities in Flint, MI.” Chui adds.

- Continue to next page -



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Garvey Chui, the co-founder of mAsk The People, who is a behavior change consultant and has experience in emergency relief, set up a panel of experts who helped her create effective, accessible, and sustainable masks for the public. She then teamed up with a diverse group of talented local designers across North America who generously donate their talent to help create masks for non-profits, such as The Shop Floor Theatre Company, and their recipients.

“These Masks are an important tool in the fight of any communicable virus, and the real challenge is to change peoples’ behavior and attitude towards wearing one.

This is why we wanted to help make wearing masks fun and another way to express one’s identity through bespoke designs, hence why we say **Mask Your Face, Not Your Style!**” Chui adds.

“As an alumni of the REALITY program, we’re really grateful to the Charles and Lynn Schusterman Family Foundation, who provided us with financial support to donate these critical masks to the communities in Flint, MI.” Chui adds.

For the Shop Floor Theatre Company this partnership will help them keep their programs accessible to their many vulnerable kids.

“For our kids, the difference between success and failure is access to these needed materials, and we are thankful for Garvey at mAsk The People, as they saw a need and stepped in to fill it.” states Kendrick Jones.

“Despite the moments of isolation during this time of COVID, mAsk the People has allowed our young leaders to connect through art and engagement through their creativity and love of theatre - and keep their communities safe.”

(Email: We wanted you to be first to know of this partnership coming to FL 2020. Attached is the press release and we will follow up with photos.)