[LETTERHEAD]

AB&C

[DATE]

***Subject line: Add your phone to the COVID fight. Download COVID Alert NJ – Protect our [ORGANIZATION NAME] Community!***

Dear [ORGANIZATION/BUSINESS/SCHOOL NAME] [MEMBERS/EMPLOYEES/STUDENTS],

I am writing to urge you to **download COVID Alert NJ**, a free and secure mobile app, that is recently released by the New Jersey Department of Health. **COVID Alert NJ anonymously alerts users if they have been in close contact** with someone who has tested positive for COVID-19. The app will also provide users with up-to-date information on New Jersey reopening news, key COVID-19 metrics, and a user-friendly symptom tracking tool – all while maintaining privacy and anonymity between users.

**Add your phone to the COVID fight.** With all of us working together, I am confident that we can continue protect our loved ones and stop the spread of COVID-19 in our communities. I ask you all to:

* **Download COVID Alert NJ today**. The app is free via the App Store and Google Play Store. Go to [covid19.nj.gov/app](http://covid19.nj.gov/app)
* **Opt in to “exposure notifications” on the app.**This will allow you to know if you have been in close contact with someone who has the app and has tested positive for COVID-19.
* **Encourage at least five of your colleagues, friends or family members to download the app**. The app’s effectiveness depends on collective participation– the more people who use it, the more effective it will be. The app can, and should, be used by anyone in New Jersey over the age of 18.
* **Use the app’s daily symptom tracker option**. This will become a valuable resource for helping you decide when you should seek professional medical care.
* **Continue to follow health precautionary actions in public**. Wear a face covering, practice social distancing and hand hygiene, and stay home if you are sick.

As a member of the New Jersey [INSERT INDUSTRY E.G. “EDUCATION” or “HOSPITALITY”] community, [ORGANIZATION NAME] is proud to support the overarching public health effort to defeat COVID-19. To access more information on COVID Alert NJ, visit [covid19.nj.gov/app](http://covid19.nj.gov/app). Please join me in helping to keep our families, friends, co-workers, and communities safe.

Sincerely,

[NAME]

[POSITION, ORGANIZATION]

***Add your phone to the COVID fight. Download COVID Alert NJ.***