

Ref. No.: 2020-21/

31st July 2020

PRESS NOTE

KCCI unveils “Let’s Fight Back Together” campaigns for Covid-19 Awareness

Kanara Chamber of Commerce and Industry (KCCI) has unveiled a campaign both on digital media and outdoor billboards on bringing awareness on the right usage of masks, social distancing and hand washing in the **fight against COVID-19**. The campaign has received very good response and attention on social media and with the citizens of Mangalore.

Considering this, the KCCI found an immediate need to bring awareness among the people. **Indian Red Cross Society, Dakshina Kannada** and **Rotary Mangalore** too expressed their interest to support the Campaign. The theme of the Campaign was decided to be **“Let’s Fight Back Together”**.

Presented both in English and Kannada, the campaign has been creating waves on social media and on the street, a sign that it is being very well received by the populace of Mangalore city. The creative of Half Covered or Half exposed where a model is shown with a mask that exposes the nose and **KA-19 v/s COVID-19** (KA-19 being the Vehicle Registration Code for the District) have been particularly making a buzz in the community.

Affiliated to :

Federation of Indian Chambers of Commerce & Industry, New Delhi,
Federation of Karnataka Chambers of Commerce & Industry, Bangalore,
Confederation of Indian Industry, (Southern Region), Bangalore/Chennai,
Bangalore Chamber of Industry & Commerce, Bangalore &
Indian Merchants' Chamber, Mumbai.



KCCI
MANGALORE

empowering enterprise, facilitating growth...Since 1940

ಕೆನರಾ ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕಾ ಸಂಸ್ಥೆ

ಚೇಂಬರ್ ಬಿಲ್ಡಿಂಗ್, ಬಂದರು, ಪಿ.ಬಿ. ನಂ. 116, ಮಂಗಳೂರು, ಭಾರತ - 575 001.

KANARA CHAMBER OF COMMERCE & INDUSTRY

Chamber Building, Bunder, P.B. No.: 116, Mangaluru, India - 575 001.

Telephone : (0824) 2420128, 24411859, 4260128 (O) & +91 94835 10669 (M)

Fax : (0824) 2420669, E-mail : office@kanarachamber.com

Website : www.kanarachamber.com

CIN : U91990KA1940PLC001135

All together 14 hoardings are currently on display with various Covid-19 awareness messages. Many business houses have shown interest to participate in this public awareness campaign.

Yours faithfully,

Isaac Vas
President

Affiliated to :

Federation of Indian Chambers of Commerce & Industry, New Delhi,
Federation of Karnataka Chambers of Commerce & Industry, Bangalore,
Confederation of Indian Industry, (Southern Region), Bangalore/Chennai,
Bangalore Chamber of Industry & Commerce, Bangalore &
Indian Merchants' Chamber, Mumbai.