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SACRAMENTO ARTIST'S ORIGINAL WORKS REMIND CALIFORNIANS "YOUR ACTIONS SAVE LIVES"

Jessica Wimbley's "Masking Series" illustrates importance of mask wearing, celebrates culture

Sacramento, Calif. – The State of California's "Your Actions Save Lives" campaign, which provides Californians with information about how they can do their part to stop the spread of COVID-19, is partnering with more than 20 artists across California—including Sacramento's [Jessica Wimbley](#)—to reach hard-hit communities throughout the state.

The statewide program features original works of art with empowering public health messages about protecting one another, being resilient and living in community. It engages prominent Latino, Black/African American, Asian American/Pacific Islander, Native American/Indigenous and LGBTQ artists and communities throughout California.

In Sacramento, Wimbley's *Masking Series* reminds viewers of the importance of wearing masks to help bring an end to the pandemic. It features video and still photography projected onto masks worn by people representing California's diverse communities.

Wimbley's work is featured on exterior signage and indoor digital displays at Sacramento's [Arden Fair Mall](#), while an eye-catching image of a masked Wimbley is featured on a billboard overlooking Sacramento's Oak Park neighborhood through mid-May.

Wimbley's *Masking Series* is also featured on LED and mobile billboards, and in print and television ads in English and Spanish, in a campaign reaching 11 California markets through mid-May.

Visual overlays in the *Masking Series* reference the masked performances of the African tradition of Masquerade, which teaches cultural lessons using multimedia in public spaces. *Masking Series* images show people taking action to protect one another during the pandemic. Images portray people wearing their masks while helping support their communities and getting vaccinated.

“The African style of masquerade is an outdoor performance in which masks, costume, music, song and dance are used to evoke and comment upon social and spiritual matters, helping to shape society and those within it in constructive ways,” Wimbley said.

“I’m hoping to speak to and recognize the contributions and resilience of disproportionately impacted communities, beyond the Black community, including BIPOC and essential workers, through their reflected images in the artwork and placement in public spaces in where they reside, work and shop,” she said.

Leveraging the power of art as a form of communication and supporting California’s arts community, the COVID-19 arts project features original works produced in a variety of mediums including performing, literary, and visual arts shared in public places throughout California. The initiative is designed to raise awareness and encourage everyone to continue practicing basic safety measures such as wearing a mask and watching your distance in public, washing your hands, and getting vaccinated to help end the pandemic.

The “Your Actions Save Lives” campaign targets disproportionately impacted communities across the state using a variety of media, including television and radio PSAs, digital and social media advertisements, billboards and grocery store signage.

Developed in partnership with [The Center at Sierra Health Foundation](#), the arts initiative will complement outreach with projects in: San Francisco, Oakland, San Jose, Monterey/Salinas, Los Angeles (East/El Monte), Los Angeles (South-Central), San Bernardino, Santa Ana, San Diego, El Centro, Stockton, Sacramento, Central Valley (Merced/Fresno/Bakersfield) and Redding.

"These accomplished artists are tapping into their culture and creativity to share empowering messages with communities that have been hard hit by COVID-19. Art has incredible power, and we believe these works will spark important conversations, connections and inspiration throughout the state," said Chet P. Hewitt, president and CEO of The Center at Sierra Health Foundation.

For more information on COVID-19 and the latest public health guidance, visit covid19.ca.gov.

To find out more information on COVID-19 vaccines and to make an appointment to be vaccinated, Californians can visit MyTurn.ca.gov or call 833-422-4255. To see Jessica’s *Masking Series*, visit toolkit.covid19.ca.gov. Learn more about Jessica Wimbley and her work by visiting www.jessicawimbley.com.

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