**Sample Email about Yellow and Red Ribbon Initiative**

Dear Team,

There is no priority more important than the health and safety of our team. Throughout this pandemic, with your support, we’ve taken key steps to safeguard our workplace and implement safety protocols to stop the spread of COVID-19 and keep moving forward on our important mission for our customers and our country. It is that spirit of togetherness that will help us end this pandemic.

Now that vaccines are available, this is our shot to get back our lives and save lives. To show our support for vaccination, we will begin giving out yellow and red ribbon pins to give you the option of wearing or displaying the ribbon after you’ve received your vaccine. This will help others see the difference we can all make. In that way, the pins serve a similar purpose as “I Voted” stickers or anti-cancer wrist bands, building awareness and commitment to the cause of a better future. Yellow stands for support, and red represents care.

Millions of manufacturers, and many of our team members, are rolling up their sleeves to get their COVID-19 vaccines. [When it is/was my turn, I intend to get mine/I got mine.] The decision to get a vaccine is a personal choice, one influenced by your medical provider’s advice, transparent information and a historic level of scientific data. The National Association of Manufacturers and The Manufacturing Institute have compiled science-based resources to help you learn how to get vaccinated and answer questions about COVID-19 vaccination at NAM.org/ThisIsOurShot.

If you get a COVID-19 vaccine, consider wearing the yellow and red ribbon pin. This is completely voluntary. It’s just another way to show we’re all in this together. It is a symbol of hope and resolve. It is a sign of pride about manufacturing in the United States, which is again saving the world. It is a reaffirmation that “We Can Do It” and get to the other side of this pandemic.

Please stay safe and continue taking care of each other.

[Signature/Name of Plant Manager/Company Leader, etc.]