

FOR IMMEDIATE RELEASE

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**The Coachella Valley Economic Partnership's (CVEP)  
*Regional PPE 'Million Mask Giveaway' Benefits Coachella Valley Small Businesses***

Palm Springs, CA (December 9, 2020) The Coachella Valley Economic Partnership (CVEP) announced it is providing Coachella Valley small businesses with more than \$1 million in personal protective equipment (PPE). The cost free PPE will go to small businesses in need all throughout the Coachella Valley. The program, called CVEP's "Million Mask Giveaway," is made possible by the California Governor's Office of Emergency Services (CalOES). CVEP is partnering with the nine cities of the Coachella Valley to assist in the distribution of 1,440,000 face masks, 96,000 16.9 oz bottles of hand sanitizers, and 40,400 face shields to eligible Coachella Valley small businesses.

"As part of the effort to keep businesses operating – and operating safely – this will be a significant contribution to our local business base. For small businesses, the cost of masks and sanitizers adds up quickly," said Joe Wallace, CEO and Chief Innovation Officer of CVEP. "This initiative means businesses do not have to worry about spending their own money on PPE. By partnering with all nine cities, it demonstrates what we can do when we work together as a region."

Cities will each be given a supply of PPE, based on the number and type of businesses in their city. Once each city receives its supply from CVEP, PPE distribution will be coordinated by each city, and is expected to be complete by the end of December. The giveaway is only available while supplies last. Business owners can find out distribution details from their city as soon as they are available by visiting [cvep.com/millionmaskgiveaway](http://cvep.com/millionmaskgiveaway).

"Partnerships with the private sector have been invaluable as we continue to respond to the pandemic and the needs of our essential workers. Together with the Governor's Office of Business and Economic Development – Office of the Small Business Advocate, Cal OES is happy to support small businesses with a supply of much needed PPE, keeping these essential workers healthy" said Abby Browning, Chief, Governor's Office of Emergency Services - Office of Private Sector and Non-Governmental Organization (NGO) Coordination.

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According to Ms. Browning, CVEP is one of only three organizations statewide that reached out directly to OES for the PPE. CVEP is making the PPE available to local businesses operating legally, with employees unable to telecommute/work from home.

*(Press release, fact sheet, photos, and b-roll available at [cvep.com/millionmaskgiveaway](http://cvep.com/millionmaskgiveaway))*

### **About CVEP**

The mission of the Coachella Valley Economic Partnership is to incite a vision-driven economic transformation in the Greater Palm Springs region. Established in 1994, the nonprofit organization is a vital innovator of regional business development initiatives, fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership has dedicated significant resources to incubate cutting edge businesses through its pioneering iHubs in Palm Springs, Palm Desert, and Indio. CVEP is committed to promoting a diversified, year-round economy through business attraction, retention and expansion. Visit [www.cvep.com](http://www.cvep.com) or call 760-340-1575.

Suggested captions for CVEP photos of PPE deliveries:

- 1) CVEP staff begin unloading CalOES PPE supply at CVEP's Palm Springs iHub warehouse, in preparation for distribution to Coachella Valley small businesses. (Photo: Courtesy CVEP)
  
- 2) CVEP staff begin unloading CalOES PPE supply at CVEP's Palm Springs iHub warehouse,, in preparation for distribution to Coachella Valley small businesses. (Photo: Courtesy of CVEP)
  
- 3) CVEP's Director of Economic Development Agustin Aragon unloads CalOES PPE supply at CVEP's Palm Springs iHub warehouse, for distribution to Coachella Valley small businesses. (Photo: Courtesy of CVEP)

(FOR MORE INFORMATION:

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