

MAYOR GARCETTI LAUNCHES BILINGUAL VACCINATION PSA CAMPAIGN FOR LATINO AUDIENCES

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Effort features artists Angélica María, Danny Trejo, Pepe Aguilar, Ángela Aguilar, and Leonardo Aguilar, along with HTV Studio, to encourage vaccination in Los Angeles

LOS ANGELES — Mayor Eric Garcetti today announced a bilingual public service announcement campaign to encourage vaccination among Latino communities in Los Angeles, featuring artists Angélica María, Danny Trejo, Pepe Aguilar, Ángela Aguilar, and Leonardo Aguilar. Titled *Vacúnate Ya, Los Ángeles / Get Vaccinated, L.A.*, this effort is focused on ramping up vaccination rates, reaching residents deeply impacted by COVID-19, and helping Los Angeles move closer to the end of the pandemic.

“The goal of this campaign is simple: to get our hard-hit Latino community vaccinated — and help our city and country defeat this pandemic once and for all,” said Mayor Garcetti. “Equity has always stood at the center of our vaccination efforts, and with this PSA, we are making sure every Angeleno, regardless of zip code, knows that these vaccines are safe, effective, free, accessible — and the best way to protect ourselves and our loved ones.”

The Mayor’s office is working with collaborators from across the City to spread this critical message to Angelenos. Directed by Juan Carlos Aguirre of HTV Studio, and in collaboration with the Staples Center and marketing agency Primetime Sports, the film features top Latino artists who resonate with a broad spectrum of audiences, highlights the benefits of vaccination, and informs Angelenos about existing accessibility to vaccines in the City of Los Angeles.

Vacúnate Ya, Los Angeles and *Get Vaccinated, L.A.* will air on local news networks and appear on social media platforms, thanks to donated air time. The first 30-second Spanish language PSA will be broadcast starting this week on Telemundo 52 Los Angeles/KVEA, Univision Los Angeles KMEX Ch. 34, and EstrellaTV’s Los Angeles flagship station KRCA-62. The English PSA will air next week on FOX’s local stations KTTV and KCOP.

The PSA campaign is part of a broader marketing effort by the Mayor’s office to reach communities hit hardest by COVID-19 with lagging vaccination rates. It includes distribution of pharmacy bags with vaccination information in English and Spanish in key neighborhoods, along with the placement of vaccination resources on digital billboards donated by ClearChannel.

The PSAs come alongside a series of steps taken by the Mayor’s office to reach key neighborhoods and families through the Mobile Outreach for Vaccine Equity (MOVE) program and other recent efforts to facilitate and expand vaccine access. Most recently, that’s included offering appointment free options, opening night clinics, and expanding operations to six days a week. City vaccination site locations, hours, and more can be found at [Coronavirus.LACity.org/GetVaccinated](https://www.lacity.org/coronavirus/getvaccinated).

Eds. The ¡*Vacúnate Ya, Los Ángeles!* PSA can be viewed [here](#).

Lea este comunicado de prensa en español [aquí](#).

