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WorldRooted & Rural Response for Healthy Children rally in pandemic

**“Let Love Go Viral” Campaign supports local families & businesses
as County declares State of Emergency**

March 31, 2020
Huron County, Ontario
For immediate release

Rural Response for Healthy Children is one of 400 sites across the country that deliver the nation’s response to the [Convention on the Rights of the Child](#). For over thirty years, RRHC’s approach to the Convention is to build a responsive community that supports & nurtures families.

The Coronavirus pandemic is driving urgency into the effort. Rural Response is working with partner organizations that support Huron families, including Huron Victim Services and Huron Respite Network, to distribute grocery and gas gift cards amongst local families, enabling them to support local businesses. It anticipates the need will continue to grow as family finances and overall wellbeing shift.

“This is an unprecedented global situation,” says Executive Director Selena Hazlitt. “We are in the very early stages of even contemplating the social and economic impact. Even so, parents and caregivers continue to seek the best for their children. We want to help ease their stress a bit so they can continue to help their kids. We know we are in this together and that is why we need community supporting community.”

WorldRooted: the Art Project for People was founded by Bethany Ann Davidson of Goderich in 2018. The collective of caring creatives has raised awareness and thousands of dollars for humanitarian and conservation work through special-event and web-based exhibitions.

Davidson reached out to Rural Response employee Genelle Reid, widely known by her “[Owligraphy](#)” moniker, to help launch a “Let Love Go Viral” campaign. The women designed a line of t-shirts, posters and stickers which can be purchased online to support RRHC, with an initial giving goal of \$8,000.

Donors who give directly to RRHC are eligible to have fresh chalk art applied to their driveway by a WorldRooted artist at a safe social distance.

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Posters, stickers and post cards can be ordered on the [Rural Response homepage](#) beginning April 1.

Ethically-sourced t-shirts, locally screenprinted by [Hijinks!](#), must be [pre-ordered](#) by Good Friday, April 10. On that day, all who have joined the online campaign, #LetLoveGoViralRRHC, will be entered into a draw for the full assortment of swag.

For more information:

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