

Munchkin Media Group creates COVID 19 awareness program targeting youth with launch of partyresponsibly.ca

Spike in social media activity showing youth in Ontario partying despite restrictions shows need for targeted messaging: Trinity Bellwoods "tip of the iceberg".

TORONTO, ONTARIO, CANADA, May 29, 2020 /EINPresswire.com/ -- Anyone who knows 22-year-old Western University graduate Lauren Holmes knows she loves to party. So it might come as a bit of a surprise to them to learn that Lauren is the person behind the launch of a new national initiative dedicated to stopping the spread of COVID 19 by raising awareness among youth of responsible social gathering/partying behavior while social gathering restrictions are in place.



PartyResponsibly logo

"While I believe that the most responsible social gathering/partying right now is none at all, I launched partyresponsibly.ca because I saw a spike in social media activity showing youth in Ontario partying that was clearly not in line with social gathering restrictions. The number of these posts was rising with the temperature, so when the situation at Trinity Bellwoods arose, I was not surprised. Trinity Bellwoods is the "tip of the iceberg". The bigger issue is what is happening with smaller gatherings/partying among youth all across Ontario, every day. Just go on social media - its not pretty", commented Ms. Holmes.

Party responsibly.ca provides tips on how to do just that in a positive and engaging manner.

"If youth are going to gather socially/party, at least we can try to communicate that it can be done responsibly and within the scope of the restrictions that are in place. Lay the foundation

for longer term positive behavior that works to stop the spread of COVID 19 as restrictions loosen over time", continued Ms. Holmes.

The hero visual for the launch is the bold "5 or less" design which powerfully reinforces the social gathering restrictions in Ontario (which is the focus of the launch, with rollout to cover other provinces to follow in upcoming weeks).

Partyresponsibly.ca is also on Twitter, Facebook and Instagram and people are urged to like, share and follow to show their support and help spread the word.

About [Munchkin Media Group](#)

Munchkin Media Group is an idea agency launched in 2018 by then 20-year-old Western University graduate Lauren Holmes. With four areas of focus (Munchkin Media, Munchkin Marketing, Munchkin Publishing and Munchkin Concepts) Munchkin Media Group turns concept into reality.

Media contact

Lauren Holmes
lauren@munchkinmediagroup.com
365-773-1282

Lauren Holmes
Munchkin Media Group
+1 365-773-1282

[email us here](#)

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