



NEWS RELEASE

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For Immediate Release

City of Ball Ground Leaders Urge Residents to Get Vaccinated to Achieve a Community of Immunity

City of Ball Ground joins Georgia Municipal Association's 'It's Worth a Shot' Campaign

In late March, the City of Ball Ground joined the Georgia Municipal Association's (GMA) "It's Worth a Shot" public information campaign around the COVID-19 vaccine. This campaign was built to contribute to Gov. Brian Kemp's and the Georgia Department of Health's goal to vaccinate as many Georgians as possible during spring and early summer 2021, reach a vaccination rate of 70 to 80% and achieve herd immunity.

Mayor Roberts said we have the resources and infrastructure needed to protect our communities from this horrible virus. Now we need for you—our people—to literally roll up your sleeves and do your part to ensure a safer and better future for our city." The more people in our community and our state get vaccinated, the sooner we will reach herd immunity and begin to return our lives to normal prior to this pandemic.

The ["It's Worth a Shot"](#) initiative will leverage local events, social media, and community ambassadors to educate Georgians on the safety and efficacy of all approved COVID-19 vaccines while also dispelling vaccine-related misinformation. Through the campaign, Ball Ground joins Georgia's 536 other cities to share these key messages about the COVID-19 vaccine:

- Receiving the COVID-19 vaccine is safe
- Receiving the COVID-19 vaccine is the next step toward normalcy
- By receiving the COVID-19 vaccine Georgians are doing their part to protect their communities.
- Georgians' health and the state's economy are at stake by not receiving the COVID-19 vaccine in pursuit of reaching herd immunity.

"Our goal in creating this campaign was to give all of Georgia's cities—regardless of their size, location or communications resources—the tools to educate their residents on the COVID-19 vaccine," said GMA Executive Director Larry Hanson. "This campaign is one of GMA's contributions to helping our state fully restore Georgia's economy and balance the issues of public health and the sense of safety Georgians need in order to fully connect with each other and re-engage with local businesses—the heartbeat of our state's economy."

“We have all seen firsthand the devastating and far-reaching effects COVID-19 can inflict on our personal lives and our communities,” said Mayor Rick Roberts. “Last year, our only weapons in the fight against the virus were distance and masks. This year, we have a more powerful and effective tool to combat the spread of COVID-19—the vaccine. Getting vaccinated is our chance at keeping the virus out of Ball Ground, our homes, our workplaces, and our lives.”

Vaccines are available Tuesday and Thursday at Ball Ground Pharmacy. Call for an appointment (770) 735-6161. Georgians can also visit GMA’s [Appointment Resources Page](#), <https://dph.georgia.gov/locations/covid-vaccination-site> or <https://www.northside.com/covid-19>.