



Dear Friends:

The Chula Vista Police Foundation is proud to collaborate with Chula Vista Police Department in a new campaign called **America Strong and United**. This effort is supported unanimously by San Diego County Chiefs' and Sheriff's Association leaders to recognize the extraordinary service and sacrifice to our community by first responders and essential workers during this pandemic.

Across the San Diego region first responders, medical personnel, and countless other essential workers are being encouraged to wear the red, white, and blue **America Strong and United** badge bands and ribbons as a symbol of their daily sacrifice to support our nation in this unprecedented time.

Each day police officers, firefighters, emergency medics, doctors, nurses, healthcare workers, grocery and food service workers, and countless others continue to serve while putting their personal health, and the health of their families, at risk. Tragically, first responders around the country have already lost their lives to this terrible pandemic. We mourn their loss, as well as the loss of thousands of other medical personnel, grocery workers, and countless other essential workers. First responders traditionally wear black bands across their badges as a symbol of mourning for a fallen partner.

The **America Strong and United** campaign recognizes essential workers serving tirelessly in their own communities and in communities across the country. The campaign is intended to inspire hope and unity whenever an essential worker is seen wearing the **America Strong and United** badge band or ribbon, as a way to recognize and thank those who are keeping our communities safe, united and functioning, and to honor and remember those we have already lost.

The *America Strong and United* badge bands and ribbons include three colors to symbolize the sacrifice of essential workers. Together, the red, white, and blue America Strong and United badge bands and ribbons represent all those who continue to serve their communities.



Blue to represent police officers, healthcare professionals, park rangers and other safety and enforcement professionals.



Red to represent firefighters, lifeguards, emergency medical personnel and others in the first responder life-safety fields.



White to represent grocery and food service workers, social service providers and volunteers and other essential workers.

Essential workers in need of an America Strong and United badge band can order from Tuff Products. Tuff products, a local Chula Vista company, helped create and design the patriotic badge band and will be selling them on their website. Patriotic ribbons can be purchased from our Chula Vista Police Foundation website.

Becky Cortez, Executive Director
Debbie Escobedo, Chair



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[Order Ribbons Now](#)

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