



HARTFORD, CONNECTICUT NAACP, CVS HEALTH ANNOUNCE EXTENSION OF RAPID RESULT COVID-19 TESTING SITE, NEW PUBLIC AWARENESS CAMPAIGN

HARTFORD, CONN (July 24, 2020) – Mayor Luke Bronin, Scot X. Esdaile, President of the Connecticut State Conference of the NAACP, and CVS Health announced that CVS Health will continue operating the rapid result COVID-19 testing site at the Arroyo Recreation Center through September 2020. It had previously been scheduled to close on July 31st. The Arroyo Center location is the only rapid testing site in the State. Connecticut residents can schedule an appointment to get tested by calling 860-757-9311.

Mr. Esdaile also announced the launch of an NAACP public awareness campaign focused the importance of testing and mask-wearing. The campaign, which is supported by CVS Health, will elevate community voices across social media, TV, radio, and email and also leverage community partnerships across the state. The campaign features Michael L. Bivins, entertainment mogul and humanitarian, and the television advertisement is available here.

“We are very grateful to CVS Health for extending the rapid testing site in our community and for supporting the NAACP’s public awareness campaign,” said Mayor Luke Bronin. “It is crucial that communities like Hartford have access to as much testing as possible – and that we continue to get the word out about how important it is to get tested. I want to thank President Esdaile and the NAACP for their work to increase awareness about the seriousness of the pandemic and how we all have a role to play to continue to slow the spread.”

“This pandemic has hit our community extremely hard, and the public awareness campaign we’re launching across TV, radio, social media will help hammer home the message that if you think you need a test, get a test – it’s free, safe, and easy,” said Scot X. Esdaile, President of the Connecticut State Conference of the NAACP. “I want to thank CVS Health for their generous support, and I also want to thank Michael Bivins for lending his celebrity status to this vital cause.”