



NEWS RELEASE

City of New Rochelle, New York

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FOR IMMEDIATE RELEASE
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"Vaccine Referral Rewards" Program Offers Incentives for Encouraging COVID-19 Vaccination

***Program Created by City of New Rochelle in Partnership with Narayan Pharmacy and
RXR Realty New Rochelle Building Community Fund***

The City of New Rochelle today announced the launch of the "Vaccine Referral Rewards" program. The program aims to incentivize residents to refer their family, friends, neighbors, coworkers and others in their personal network to get the COVID-19 vaccine shot. Referrers win a \$100 Visa gift card for every 3 people that they refer who successfully complete their vaccinations at Narayan Pharmacy.

Vaccinations are one of the most effective ways to stop the spread of the COVID-19 pandemic. Currently, more than 70% of New Rochelleans eligible for the vaccine have received at least one dose. The goal of the "Vaccine Referral Rewards" program is for New Rochelleans to encourage their entire social circle to get protected. Mayor Bramson explained the reasoning behind the program. "Encouragement from a friend, colleague, or neighbor can be far more persuasive than an official public message. Through this innovative program, we will enlist trusted spokespersons throughout our community to promote public health, save lives, and achieve a full recovery from the COVID pandemic."

Narayan Pharmacy is the pilot site for "Vaccine Referral Rewards" program. Each person aged 12+ completing their initial vaccination series at Narayan Pharmacy will have the opportunity to fill out a vaccine referral card, indicating who encouraged them to get the vaccine. "As an independent, community-centric pharmacy in New Rochelle, our primary goal is to serve the community and help everyone stay healthy. Therefore, we are honored to partner with the City of New Rochelle and RXR to play our part in reaching that goal."

Vaccines for ages 12+ are available at Narayan Pharmacy, 175 Memorial Hwy Suite 1-14, New Rochelle, NY, Monday – Friday from 9:30am – 6:30pm and Saturday 10:30am – 3:30pm. Walk-in's are welcome.

The "Vaccine Referral Rewards" incentives are provided through the generous support of the RXR Realty New Rochelle Building Community Fund. "Once the epicenter of COVID-19 pandemic, New Rochelle continues to make significant progress in its recovery thanks to steady leadership from the city," said Joseph Graziose, SVP, Residential Development, RXR Realty. "The vaccine is our pathway towards creating a stronger and healthier community. We're proud to partner with the City of New Rochelle in helping to keep New Rochelle residents healthy and safe."

The program will run through December 31, 2021 or as supplies last.

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