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T-Rex to Kick-Off Local COVID-19 Video Campaign

Amidst the ever-changing COVID-19 climate, the Montana Business Assistance Connection (MBAC) has taken a creative approach to address continued best practices. In their first video, they introduce Rex & Friends (Helena-based actors dressed in inflatable T-Rex costumes), who show us ways to continue best practices at grocery stores. See the video here: <https://youtu.be/7jfp7PvnuOI>.

Filmed at Van's Thriftway in Helena, Montana, the video takes a creative, lighthearted approach to a not-so-lighthearted situation. MBAC executive director Brian Obert shared, "We wanted to produce a video that would bring some humor to safety protocols aimed at reducing the transmission of this virus, not because the situation isn't serious, but because this is a tense time and people are scared. Laughter is great medicine and, more than ever, we need to remember that our community, and the people in it, matter most."

In addition to washing hands, wearing masks, and social distancing, laughing together, which unites the community during this time, is equally important. While filming this video on May 19, Van's Thriftway was full of surprised customers who enjoyed shopping and laughing with Rex and his T-Rex friends.

Obert continues, "With the increase in COVID-19 cases in Lewis & Clark County and across the state of Montana, now is a good time for locals and visitors to be reminded about protocols that will keep us healthy, and reduce the transmission of this virus." Locals will soon see this video running on social media platforms. The video will also be advertised to out-of-state visitors.

This video was created through a collaboration of local creatives: [Simple & Strange](#) and [Tell Media House](#).

MBAC plans to create and release several other videos throughout this campaign, which may feature Rex and his T-Rex friends.