***News Release***

For Immediate Release
August 24, 2020

CONTACT:
Richard Larkin McLay, Communications Manager, media@cchfreedom.org, 651.350.9713

CCHF Launches “Face Freedom” Campaign

Face Mask Mandates are an Unhealthy Overreach of Government

ST. PAUL, Minn. — In opposition to government-mandated community masking, Citizens’ Council for Health Freedom (CCHF) is announcing the launch of a nationwide “Face Freedom” campaign. The campaign includes:

• “Face Freedom Fridays” - a campaign to fill social media with photos of smiling faces
• FaceFreedom.org
• #FaceFreedom hashtag
• TRUTH about Face Masks - a document of quotes from experts
• COVID-19 videos on facts about masks and mask mandates

“Government-mandated community-wide masking is wrong. A government that can put a barrier between you and the air you breathe is a government that can force you to do all sorts of things in the name of public health,” said Twila Brase, president and co-founder of Citizens’ Council for Health Freedom.

Beyond the abuse of government power, CCHF points to the 2015 study that shows 97% penetration of cloth masks, researchers and experts who say masks don’t work as source control or PPE, and the physical harms and risks from community masking. According to the World Health Organization, several potential harms and disadvantages include:

• Self-contamination due to manipulating the mask and then touching the eyes
• Facial skin lesions, irritant dermatitis or worsening acne
• False sense of security, leading to less physical distancing and hand hygiene.
• Potential headache and/or breathing difficulties
As just one example of physical harm, CCHF points to the new evidence of oral deterioration.

“Because masks make regular breathing more difficult, people are using their mouths to breathe, leading to more cavities, receding gums, and sour breath. This new ‘mask mouth’ condition is a direct outcome of government overreach,” said Brase.

“No government should get in the way of the American’s right to live, breathe and speak freely. The mask mandate must be seen as the illegitimate use of government power that it is.” Brase emphasized.

CCHF maintains a patient-centered, privacy-focused, free-market perspective. CCHF has worked in its home state of Minnesota and at the national level for more than 20 years to protect health care choices, individualized patient care, and medical and genetic privacy rights. In 2016, CCHF launched The Wedge of Health Freedom, an online directory of direct-pay practices (JointheWedge.com).

Twila Brase, RN, PHN has been named by Modern Healthcare as one of the “100 Most Powerful People in Health Care.” She is the host of the daily Health Freedom Minute radio program heard by over 5 million weekly listeners on more than 800 radio stations nationwide, and the author of the eight-time award-winning book, Big Brother in the Exam Room: The Dangerous Truth About Electronic Health Records.

###