

CARES Act campaign videos

As part of the CARES Act campaign, the Alabama Tourism Department produced videos showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines. Links to YouTube videos from Alabama Experience Themed Messages, our Preparing Alabama message, and those from the top 7 Alabama counties that represent 74% of all travel related employment are listed below.

Baldwin County A <https://youtu.be/F4WcvZtrq-w>
Baldwin County B <https://youtu.be/lcHF8EcbHCA>
Jefferson County https://youtu.be/EAA4rWyNI_s
Madison County <https://youtu.be/f21oiWCwgI8>
Mobile County <https://youtu.be/K4AaJmZiCw>
Montgomery County <https://youtu.be/RDT46BWDeX0>
Tuscaloosa County <https://youtu.be/z46uQsVNb5s>
Lee County <https://youtu.be/6cLCuHtEiL4>

Outdoor Experience <https://youtu.be/uvh75dB8Ix8>
Beach & Coast Experience <https://youtu.be/FA5DqDBmwTE>
Food Experience <https://youtu.be/2PfgaNB1qoc>
History Experience https://youtu.be/bNaV_E-l4Gg
State Parks <https://youtu.be/xYQ00xBUwaw>

Preparing Alabama 60 <https://youtu.be/fiZZNqh1Hn4>
Preparing Alabama 30 <https://youtu.be/y5QcqJqIOBE>
Preparing Alabama 15 <https://youtu.be/Yi7xvDrCY9w>

CARES Act Facebook messages

As part of the CARES Act campaign from the Alabama Tourism Department messages for each of Alabama's 67 counties were produced and placed on Facebook. These "Carousel"-type ads allowed visitors to read an introduction message with the Take It All In Responsibly logo and then "swipe" left to see a photograph of the COVID friendly attractions submitted by that county. Below each photograph was a "Learn More" button that took the Facebook user to the Alabama Tourism website for more information.

Below is a link to the PDFs of each county's Facebook Carousel message with included COVID friendly attractions suggested by the county's campaign representative.

[Videos](#)