



# GET VACCINATED TO FIGHT COVID-19

*Shot for a Shot* is a joint campaign between the Louisiana Office of Alcohol and Tobacco Control (ATC) and the Louisiana Restaurant Association (LRA) to encourage Louisiana residents to get vaccinated to protect themselves, their families, their co-workers and their friends from COVID-19.

## **Campaign Guidelines of *Shot for a Shot*:**

- Participating bars and restaurants will offer a free non-alcoholic or alcoholic beverage to customers who can show proof of vaccination with seven (7) days of receiving a complete course of one of the approved COVID-19 vaccines – Pfizer, Moderna or Johnson & Johnson
- Customers can provide proof of vaccination via:
  - LA Wallet mobile app
  - State-issued vaccination card
- As funds allow, participating bars and restaurants will receive reimbursement from the LRA in the amount of \$1 for non-alcoholic beverages and \$2 for alcoholic beverages
- The Campaign runs from June 1 – June 30, 2021, or until reimbursement funds are exhausted
- Each participating bar and restaurant will submit a tally of the total number of drinks served to vaccine recipients to ATC, divided between alcoholic and nonalcoholic beverages.
  - ATC will compile the data and transmit to the LRA for payment
  - The LRA will disburse the reimbursement payments to each participating business
  - Reimbursement is limited to \$100.00 per participating restaurant or bar

**JUNE  
2021**