



Hidalgo County Commissioners Court

Richard F. Cortez
County Judge

David L. Fuentes
Commissioner, Precinct 1

Eduardo "Eddie" Cantu
Commissioner, Precinct 2

Joe M. Flores
Commissioner, Precinct 3

Ellie Torres
Commissioner, Precinct 4

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RICHARD F. CORTEZ**

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, December 21, 2020

Hidalgo County launches new billboard campaign depicting local lives lost due to COVID-19

EDINBURG – Hidalgo County launched a new billboard campaign depicting local lives lost due to the coronavirus.

The billboard is a solemn reminder of all the Hidalgo County residents who have suffered the devastating effects that the virus has had on our community.

"This is one of the most powerful images that I've seen resulting from the pandemic," said Hidalgo County Judge Richard F. Cortez. "This is a reminder to hold those we love even closer, especially as the holidays approach."

Before Thanksgiving, the County Judge's Office posted announcements on social media calling on residents to submit photos of their loved ones. Hundreds of people submitted photos.

Along with the billboards, a slideshow will also be posted on the county website and social media accounts.

The campaign billboards are located at U.S. Expressway 83 East of Bridge Street in Weslaco; U.S. Expressway 281 North of Business 281 in Edinburg; and Expressway 83 West of 29th Street in McAllen.

"Our continued message is not to gather in large groups, wear a face covering and social distance," Judge Cortez said. "But have a blessed Christmas in honor of those lives depicted in this billboard."

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Attachment: COVID-19 Billboard graphic

Hidalgo County is home to one of the fastest growing regions in the nation. We provide health and justice to the over 800,000 residents of our county. We strive to be accessible and responsive to our citizens by providing excellent public service through the values of leadership, transparency, fairness, collaboration, respect and fiscal responsibility. Follow our social media feed at www.co.hidalgo.tx.us/followus