

# US launches major COVID vaccination ad campaign

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Credit: Unsplash/CC0 Public Domain

The US government launched a major ad campaign Thursday urging people to get vaccinated, as case numbers of COVID-19 are once again on the rise in America.

The drive, using the motto "We can do this," is being broadcast across TV networks in English and Spanish.

The government is also spending millions to get the message out on [news outlets](#) catering to Blacks, Hispanics, Asian-Americans and Native Americans—communities hit disproportionately hard by the coronavirus.

The [ad campaign](#) will last through the end of April.

After a slow start, the US vaccination campaign has gathered pace since late January and President Joe Biden has promised that 90 percent of America's adults will eligible for a vaccine by April 19.

Biden saw his administration achieve 100 million vaccinations in 58 days, rather than in 100 days as his goal had been. Now the objective is to reach 200 million vaccinations by the 100-day deadline.

Despite progress in vaccinations, case numbers have recently ticked up and an average of 900 people die of COVID-19 each day.

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