



FOR IMMEDIATE RELEASE

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“Breathe Sonoma, Cultivating Resilience” Joins Sonoma’s Tuesday Night Market on September 21st from 5:00 – 8:00 PM

Community members are invited to participate in this free emergency preparedness event celebrating Sonoma’s strength and resilience

As part of National Emergency Preparedness Month, the City of Sonoma (City) and Sonoma Valley Chamber of Commerce (Chamber) are sponsoring, “Breathe Sonoma” – a community preparedness and resiliency event to be held as part of the Tuesday Farmers Market on the Sonoma Plaza on September 21st from 5:00 - 8:00 p.m. Attendees will get important emergency preparedness information from a variety of local organizations, find support and learn coping tools to better respond in case of an emergency.

Breathe Sonoma was conceived by Rev. Dr. Curran Reichert, a pastor of First Congregational Church Sonoma, where she has served as minister for the past five years. Recognizing that the smoke in the air is troubling for many who have endured so much in the past three fire seasons, Rev. Reichert wanted to find a way to help the community be better prepared emotionally and practically for fire season. She enlisted the support of events producer Christina Wilde and City Events Manager Lisa Janson to organize a community wide event to increase emergency preparedness and awareness of resources available in Sonoma Valley.

“Breathing isn’t as simple as it used to be, over these past two years breathing has evolved into a justice issue and serious health concern. Fire season and ongoing COVID outbreaks keenly remind us of this,” says Curran Reichert. “Without breath there is no life. We are calling this event Breathe Sonoma, because we need to be reminded that even though it is complicated -- we must keep breathing!”

A wide range of local organizations and wellness practitioners will be on site to offer guidance on everything from how to pack a “go bag” to how people can get connected and stay supported during these trying times. In addition, Rev. Reichert will lead an interactive demonstration of simple breathing techniques that individuals can use to manage stress amid crisis moments. The demonstration will also be conducted in Spanish.

Participating organizations include the Sonoma County Department of Emergency Management, Sonoma Police Department, Sonoma Valley Fire District, Sonoma Valley Interfaith Ministerial Association, Sonoma Ecology Center, La Luz Center, Vintage House, the Springs “Map your Neighborhood” group and others. The Sonoma Valley Community Health Center will also be on hand to answer your questions about the COVID-19 vaccine and offering first and second doses of the Pfizer and Moderna vaccines to those who want them.



“Emergencies and health crises are important reminders of how interconnected we all are in Sonoma Valley,” said Mark Bodenhamer, CEO of the Chamber. “Residents, businesses, community groups and government agencies all rely on each other to move forward in good health, no matter how many challenges we endure. The Sonoma Chamber is proud to be a part of “Breath Sonoma” as we strengthen the relationships and develop the tools and resources that are essential to our community’s health, safety and wellness.

More information about Breathe Sonoma and an updated list of participants is available on the City’s website, www.sonomacity.org.