



Centers for Disease Control  
and Prevention (CDC)  
Atlanta GA 30329-4027

April 1, 2021

Nkechi Payton Itheme  
U.S. Public Policy  
Facebook  
Washington, D.C.

Dear Payton,

On behalf of the Centers for Disease Control and Prevention (CDC) and by the authority delegated to me through Section 231 of the Public Health Service Act (42 U.S.C. Section 238), as amended, thank you for Facebook's non-monetary gift of Facebook ad credits, with an estimated value of \$15,000,000. This gift will be used by CDC's COVID-19 response to support the agency's messages on Facebook, and extend the reach of COVID-19-related Facebook content, including messages on vaccines, social distancing, travel, and other priority communication messages.

**Publicity and Endorsements:** As part of this gift, Facebook will not use the name of the Department of Health and Human Services (HHS), or any component agencies including CDC, except in factual publicity. Factual publicity includes dates, times, locations, purposes, agendas and fees involved with partner activities. Such factual publicity shall not imply that the involvement of HHS or CDC serves as an endorsement of the general policies, activities, or products of Facebook; where confusion could result, publicity should be accompanied by a disclaimer to the effect that no endorsement is intended. Facebook will clear all publicity materials for this gift with HHS and CDC to ensure compliance with this paragraph. By signing and returning a copy of this letter where indicated below, Facebook acknowledges acceptance of this condition.\*

Please return this signed letter to the CDC Incident Management System Policy Unit Partnerships and Risk Management Team at [eocevent337@cdc.gov](mailto:eocevent337@cdc.gov).

Support from organizations such as yours makes it possible for CDC to work toward understanding and preventing disease. We deeply appreciate your help.

Thank you,

Dia Taylor, MBA  
Acting Chief Operating Officer

\*Publicity and Endorsements acknowledgement: By: *Nkechi Payton Itheme* Date: April 1st 2021

CC: OD, OGC, OADC, IMS Policy