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# NEWS RELEASE

## California Retailers Association Launches “Safe Shopping” Campaign to protect employees and consumers

Sacramento, CA – April 10, 2020 – Members of the California Retailers Association are investing in protecting their frontline workers and the public at large. While most Californians are staying at home, essential retail workers remain a critical lifeline to the communities they serve, requiring them to go to work every day with the increased risk of infection. Retailers know it is in everyone’s interests to do what they can to make their jobs safer and protect the consumers who must enter their stores. To this end, the California Retailers Association is launching our statewide “Safe Shopping” educational campaign.

This campaign focuses on:

- ✓ Simplify your trip: Consider shopping on-line
- ✓ Let us shop for you: Try pickup and delivery.
- ✓ Plan: Buy everything you need for you and your family, while leaving enough for others too.
- ✓ Keep it small: Go to the store alone or with as few people as possible.
- ✓ Wear a face mask to protect you and others in the store.
- ✓ Keep social distance of at least 6 feet.
- ✓ Be patient: We’re all in this together.

“We are focused on keeping employees and customers safe while ensuring that all Californians are getting what they need for themselves and their families during this crisis. We agree with Governor Newsom that we all have the power to help ‘flatten the curve’,” said CRA President Rachel Michelin. “We are committed to partnering with the state and local governments’ principles of safe shopping.”

California Retailers posted a Safe Shopping video on their website at <https://calretailers.com/covid19/>.

“We encourage everyone to share the Safe Shopper Guidelines with their friends and families,” continued Michelin. “We can all do our part to get through this crisis and then help get people back to work.”

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### **About the California Retailers Association**

The California Retailers Association is the only statewide trade association representing all segments of the retail industry including general merchandise, department stores, on-line marketplaces, mass merchandisers, restaurants, convenience stores, supermarkets and grocery stores, chain drug, and specialty retail such as auto, vision, jewelry, hardware and home stores. CRA works on behalf of California’s retail industry, which currently operates over 418,840 retail establishments with a gross domestic product of \$330 billion annually and employs 3,211,805 people—one fourth of California’s total employment. The state of California collects \$48.5 billion in revenue from retail sales and use taxes, representing more than 25% of the state revenue. For more information, go to [www.calretailers.com](http://www.calretailers.com).