



Safe Shopping For All SAMPLE STATEMENT

Below is a sample statement if you or your company plan to do a website mention, blog post, newsletter, press release or any other public communication that references the Safe Shopping For All Promise. Customize it to fit your business and/or individual branding, style and format needs. Feel free to use the statement in its entirety or just pull parts you need. Contact California Retailers Association if you have any questions or if you'd like to discuss further opportunities for collaboration.

Replace all the [highlighted] text with information specific to your destination and organization.

[Business/Individual Name] joins California Retailers Association in its call for retailers and consumers to make the Safe Shopping For All Promise. We commit to stopping the spread of the virus by following safety measures outlined by the CDC, State of California and local jurisdictions:

RETAILERS RESPONSIBILITY FOR SAFE SHOPPING FOR ALL:

- Require employees and customers to wear face coverings.
- Promote strict COVID-19 health protocols.
- Promote social distancing.

SHOPPERS RESPONSIBILITY TO SAFE SHOPPING FOR ALL:

- Wear a face covering and social distance.
- Utilize contactless options (i.e. curbside pickup or home delivery) if you have been exposed to COVID-19 recently or have symptoms of COVID-19 (fever, cough, shortness of breath).
- To treat retail associates with respect.

The Safe Shopping For All Promise means [Business/I] is/am doing our/my part to stop the spread of the virus. We/I understand and respect that, throughout this crisis, California Retailers have put employee and shopper safety first. Businesses throughout California have learned from each other and continue to work with policy makers and medical experts on strategies to stop the spread of COVID-19. It is time to be practical, not political and wear a mask so businesses can stay open.

[Insert information, or quote from organization CEO, on importance of safe shopping and outline what consumers need to know when entering a store.]

With retailers and shoppers working together, we ensure the retail industry can be as strong as it was prior to COVID-19, an industry, which employed over 3.6 million Californians with an economic impact to the state of over \$2.2 billion, prior to the pandemic.

Help us by supporting the Safe Shopping For All campaign: social distance, wear a face covering and be respectful when in a retail store. We are all in this together.

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