*This sample press release may be used to announce your company’s support of the “Safe=Essential” message to the local community.*

Company

LOGO

**FOR IMMEDIATE RELEASE:**

[Insert Date]

[Insert CITY, ST] – [Name of your company] has joined a nationwide **Alliance4Safety** campaign recognizing that the most important aspect of operating a business during a health crisis like COVID-19 is operating *safely* – not meeting an arbitrary definition of “essential.”

During the first months of the COVID-19 crisis, local businesses learned new ways to operate. We learned how to wear masks and when to wear gloves and other protective equipment. We learned to ramp up aggressive cleaning and sanitation schedules and to screen employees for COVID-19 symptoms.

Together, as a community, we learned that containment measures are sometimes necessary. But when containment results in economic shutdown, the cost – measured in lost jobs, lost income, lost tax revenue and massive expenditures at all levels of government – can be crippling.

In August, the U.S. home furnishings industry unveiled **Alliance4Safety.org** to ensure that employees, service providers, vendors and customers are kept safe as we work through COVID-19 and any future health crisis in our nation. Taking guidance from the Centers for Disease Control, Small Business Administration and a broad range of home furnishings businesses, the industry compiled examples of health and safety best practices designed to keep the people who depend on our industry:

* Safe at the factory door;
* Safe on the factory floor;
* Safe in the store; and,
* Safe at the customer’s home.

Alliance4Safety.org recommends that businesses follow all federal, state and local government guidelines, but it also offers suggestions for companies that wish to exceed those guidelines. [Describe steps taken at your business to meet or exceed relevant health and safety guidelines.)

While some of these practices are new, it is important to note that safety has long been a daily priority for home furnishings manufacturers, retailers and delivery personnel. Health and safety is a mission critical aspect of our industry, which revolves around the products on which Americans sit, sleep, work, eat and lounge every day.

For details regarding Alliance4Safety.org – and how its recommendations are applied at the factory door, on the factory floor, in the store and at the customer’s home – visit Alliance4safety.org.

At [Insert Company Name], we look forward to serving local residents while preserving and securing our employees’ physical and economic health.

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