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FOR IMMEDIATE RELEASE

## **Red Wing Launches the COVID Aware Because We Care Designation Program**

RED WING, Minnesota (May 19, 2020) -- Across the country, Main Streets are struggling to survive the economic effects of the Stay At Home orders. Customers are concerned about the health and safety precautions businesses are taking, and it's not clear if customers will begin to shop again even once businesses reopen. The Red Wing *COVID Aware Because We Care Designation* program is a city-wide initiative aimed at building trust with our residents and visitors.

Red Wing Downtown Main Street, funded by a grant from the Red Wing Port Authority, has launched the *COVID Aware Because We Care Designation* for area businesses and nonprofits. "We know that until we have the trust of our customers, we are going to have a hard time bringing them back to shop and this program aims to help our customers know that our business owners are doing everything they are required to do to keep their employees and customers safe," said Megan Tsui, Director of Red Wing Downtown Main Street. Businesses that opt-in for the designation agree to have completed and posted their Preparedness Plan as outlined by the Minnesota Department of Labor and Industry, and are following the most current guidelines set forward by the Federal, State and Local government agencies to stay open or re-open.

The goal of this program is to support the Red Wing business community who have been working day and night to try to survive during this very scary time. The designation was designed with input from local business and nonprofit leaders. "It's important to us that our community feels safe so we can reopen, and then keep our businesses open," said Mayor of Red Wing Sean Dowse. "We have to ease people's fears as they ease back into their daily lives."

Although the program was developed by Downtown Main Street, it is a city-wide initiative. Businesses and nonprofits that opt-in will be provided with a window cling so that residents and visitors will know that a business is participating. Business and nonprofit owners are spending an enormous amount of time and money adhering to these guidelines and this is a way to help them communicate instantly with their customers that they are to be trusted with their business.

The *COVID Aware Because We Care Designation* program overview outlines important details about the program, as well as Frequently Asked Questions about how we will implement it. For more information about the Designation, please visit the Downtown Red Wing Website at <http://downtownredwing.org/covid-aware/> or email [covidaware@downtownredwing.org](mailto:covidaware@downtownredwing.org)



*Red Wing*



**COVID AWARE**

**BECAUSE WE CARE**