**COVID-19 Response Template Library**

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**For Restaurants:**

1. Valued [brand name/local store] customers - in accordance with CDC recommendations, we are closing our doors until further notice, but you can still find your [brand name] favorites on [name of delivery app(s)]. Rest assured we are taking all necessary precautions to safely prepare your meals as your health is our #1 priority. We will update our [webpage/social handle] as soon as we are able to re-open our doors and thank you for your continued patronage!
2. Staying indoors because of COVID-19? Find us on [name of delivery app(s)] and get your favorite [brand name] meal delivered safely, without ever leaving your couch. We’ve also added items like [insert menu item(s)], so be sure to check out our updated menu!
3. To ensure the health and safety of our customers and employees during these uncertain times, we are closing our doors beginning [date] but will continue to offer drive-thru service with all your favorite [brand name] menu items. And rest assured, we are taking all necessary precautions to safely prepare your meals as your health is our #1 priority. Stay tuned for updates, including special hours of operations, on our [brand name] page [provide link].
4. Staying indoors because of COVID-19? Don’t worry, we deliver! Enjoy your [brand name] favorites without ever leaving your couch. We’ve also added items like [insert menu item(s)], so be sure to check out our updated menu!
5. To ensure the health and safety of our customers and employees during these uncertain times, we are closing our doors beginning [date]. We will continue to monitor the situation and await further guidance from the CDC before alerting our customers of any [brand name] re-openings.
6. [Brand name] values our customers’ health, so while we’ve closed our doors temporarily, we’re still offering delivery service, bringing [brand name] favorites straight to your door. And to ensure you have peace of mind when ordering from us, we are implementing highly vigilant sanitation measures, including [insert measures being taken]. Check out our delivery menu at [link to page].

**For Retailers:**

1. [Brand name/local store] is doing our part to ensure our customers can safely shop with confidence. To give our employees time to restock and sanitize our stores, we are reducing our operating hours beginning [date]. Check out updated hours on our [webpage/social] page [provide link].
2. Our customers’ health is our top priority, that’s why we’re offering [insert item(s)] at our [local/regional brand name and/or address] location(s) so your [insert type of retail] experience is both safe and enjoyable. Follow us at [local social handle] as we will continue to post updates on store hours and specials.
3. Worried about COVID-19? Rest assured that [brand name] has resources in place to ensure your safety while still providing you with the best [insert type of goods/services] around. We will continue to monitor the situation and provide regular updates on our [local store] page.
4. To help keep our in-store customers’ shopping experience a safe one, we are implementing extensive sanitation procedures across all [brand name] locations daily and encourage our more vulnerable customers to utilize our online store for purchases. You’ll find all the same great [brand name] items at [website/online portal] with delivery right to your door. Our customers’ health is our top priority, so be sure to check [webpage/social handle] for continuous updates.

**For Fitness Studios/Gyms:**

1. Amid COVID-19 concerns and recommendations by the CDC and health officials, [brand name/local store] is temporarily closing our doors, as we value our members’ health and safety. We will continue to monitor the situation closely and will provide regular updates via our [local store] page. Please stay tuned.
2. We know how important it is to stay healthy during these uncertain times. That’s why we’re offering [insert measures being taken, ex. reduced class sizes, sanitation stations, hand sanitizer, etc.] beginning [date] for all current members. Workout in safety and comfort at your local [brand name] - and be sure to stay active!
3. [Brand name/location store] cares about our members and is committed to providing a safe workout environment. To ensure your safety, [brand name] studios will be shortening the duration of our regularly scheduled classes, allowing us ample time to sanitize all equipment in between each class. Check out updated class listings at [local social handle].
4. [Brand name] members' health is our top priority, that’s why we’re committed to offering a thoroughly clean workout environment. We conduct frequent and comprehensive cleaning of all equipment, surfaces, and common areas using hospital-grade disinfectant, and have rigorous policies and procedures in place, including performing a deep cleaning every night across all [brand name] locations.