



## PRESS RELEASE

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### **Reopen Rock Task Force Asks Local Business to Take the Stay Safe Pledge**

**Janesville, WI USA** (October 6, 2020) — In a continued effort to support Rock County businesses during the COVID-19 pandemic, the Reopen Rock Task Force is inviting businesses to take part in a new Stay Safe Pledge initiative. The program provides a tangible way for Rock County businesses to show they are doing all they can to support a safe reopening. This is all the more critical as Rock and other Wisconsin counties are experiencing a recent and alarming increase in COVID-19 cases.

Reopen Rock Stay Safe Pledge participants will receive two window clings to identify their business as a Stay Safe location. They will also have access to an online toolkit and downloadable graphics designed to help build awareness of the measures being taken to keep the county safe, healthy and open. The toolkit and downloadable “safe practice” graphics are ideal for use on social media and creating employee and customer communications or signage. There is no cost to participate.

“The Reopen Rock Stay Safe Pledge is designed to give customers confidence that your Rock County business is committed to meeting the criteria outlined by state and local authorities, and consistently focused on putting employee and customer safety first,” said Reopen Rock Task Force Co-Chair and Lanair Products CEO Barry Brandt.

By participating in the pledge program and displaying the window clings, businesses offer a simple and immediate way for consumers to identify businesses that are fully committed to the safe and healthy reopening of Rock County.

Registration in the Stay Safe pledge program is easy: businesses simply complete a brief form online at [www.reopenrock.com](http://www.reopenrock.com).

Reopen Rock’s website, at [www.reopenrock.com](http://www.reopenrock.com), provides up-to-date information and support for businesses and consumers. It includes helpful local, state and national resources, and welcomes businesses and consumers to reach out with COVID-19 related questions via the website or by emailing [info@reopenrock.com](mailto:info@reopenrock.com). The Reopen Rock Task Force ensures that questions are routed appropriately and answered quickly.

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The Reopen Rock Stay Safe Pledge slogan is “Your safety means everything to us.”

The window clings shown here will be provided to all Stay Safe participants free of charge to help consumers identify Rock County businesses fully committed to a safe and healthy reopening.

To review additional safe practice graphics, please visit [www.reopenrock.com](http://www.reopenrock.com) and download the Stay Safe Toolkit.

#ReopenRock #StaySafePledge #RockTheMask #TogetherButApart #CleanAndSafe

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### About Reopen Rock

In May 2020, the Rock County Board of Supervisors, the City of Beloit, YWCA Rock County and United Way Blackhawk Region approved a resolution supporting the creation of a community-led task force to address pandemic-related issues. Today, the Reopen Rock Task Force meets regularly to identify, prioritize and address challenges related to reopening. Reopen Rock is comprised of three co-chairs and 12 sector leads representing: Chambers of Commerce, Consumer Retail, Diverse Communities, Education/Schools, Entertainment, Faith Communities, Food/Agriculture, Government, Hospitality, Manufacturing and Distribution, Non-Profit and Services. Sector leads meet regularly with their community leaders from their sector to identify sector-specific issues, which then are shared with the larger Reopen Rock Task Force during meetings facilitated by the co-chairs. By working openly, collaboratively and proactively together, the task force is able to quickly identify potential issues and speed resolution. Learn more at [www.reopenrock.com](http://www.reopenrock.com).