



PRESS RELEASE

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Businesses rally to build confidence as COVID-19 restrictions ease

June 12, 2020 - Halifax, NS – Organizations representing well over 100,000 companies are coming together to launch a Canada-wide COVID-19 awareness and confidence building campaign aimed at helping to keep customers, employees and communities safe, and to build trust as the economy reopens. We're asking for your help to build public awareness.

The "POST Promise" calls on business owners and managers across in the country to commit to and uphold five key steps to help stop the spread of the coronavirus: maintaining physical distance, washing and sanitizing hands, keeping workplaces clean and disinfected, staying home if unwell, and practicing respiratory etiquette, including wearing a mask when recommended. Business owners will voluntarily commit to following the steps and gain access to free resources to help create a safe environment for employees and customers.

By displaying the "POST Promise" logo, participating businesses can reassure customers that they are doing their part to protect Canadians' health and safety as COVID-19 restrictions ease.

The Halifax Chamber of Commerce is a member of the Canadian Global Cities Council (CGCC) a national organization of Chambers of Commerce and Boards of Trade. Patrick Sullivan, President & CEO of the Halifax Chamber and Chair of the CGCC said, "The Halifax Chamber is pleased to see the launch of a national campaign through the POST Promise to build consumer confidence and increase trust in businesses as they begin to safely reopen throughout Canada. As Canadians return to their workplace, go back to restaurants or shops and create an active economy again, with the POST Promise they will have the confidence that businesses have made a commitment to help keep consumers safe."

The POST Promise (the acronym is short for "People Outside Safely Together") is designed to complement existing government and public health initiatives during the post-lockdown period until an effective COVID-19 vaccine or treatment is widely available.

Participation in the program is voluntary and does not constitute certification or approval by any government authority or regulatory body. Rather, the POST Promise logo is a way for businesses to identify to their customers and staff that they are aware of the risks posed by COVID-19 and are doing what they can to help slow the spread of the virus.

Details on how a business can make the POST Promise can be found at www.postpromise.com.

In French, the acronym is APRÈS (Aide pour un retour en société). The website domain is www.promesseapres.com. After a business makes the POST promise they can download or order materials to communicate their commitment to public safety.

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