



Supervisor Tony Buffington
Blue Ridge District
NewsFlash



Take the "Loudoun Is Ready" Business Pledge!

Show customers that you're committed to the best health & safety practices as we enter our COVID-19 recovery phases!

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WE ARE READY

LoudounIsReady.com



Today, the “**Loudoun Is Ready**” campaign was announced, to prepare local businesses and consumers to reopen safely, as COVID-19 restrictions are lifted.

Created by Loudoun Economic Development, Visit Loudoun and the Loudoun Chamber of Commerce, “Loudoun Is Ready” unites business owners and boosts consumer confidence as they look to return to the restaurants, shops, wineries, breweries and other businesses that call Loudoun home.

Companies in Loudoun are encouraged to take a pledge that they will meet the latest safety guidelines outlined by the Virginia Department of Health and Centers for Disease Prevention and Control. Participating companies will range from restaurants, farms and craft beverage providers to offices, gyms, hotels and any other business that serves residents and visitors.

Participants will be offered a digital toolkit and a Loudoun Is Ready sticker to display in their business’ window, as well as be listed on [Loudoun is Ready](#). The red and gold logo will also be available as a campaign button for Loudoun’s workforce and be placed on floor stickers for businesses to mark where customers can safely stand six feet apart.

The Mission: “Loudoun Is Ready” pledge is to promote support for the many B2C businesses in Loudoun County. The campaign is designed to promote healthy practices among businesses and to boost consumer confidence and the message that reopening the

economy is safe. Companies can take a pledge to signify that they are ready to meet criteria designed to promote safe environments for customers (sourcing standards from the CDC and Virginia Health Department). The program will be county-wide and promoted as the official source for best practices around reopening a Loudoun business. This is a collaborative effort to support businesses affected by the COVID-19 crisis.

#LoudounIsReady

The campaign, which can be followed through #LoudounIsReady, will also include a "We Are Ready" video featuring local business owners. The video will be displayed on all three organizations' websites and used in marketing, particularly to residents, meeting planners, visitors and sports teams looking to come to Loudoun. Businesses that take the pledge will gain no-cost marketing exposure and business resources from Loudoun Economic Development, Visit Loudoun and the Loudoun Chamber of Commerce.

Take the Pledge or learn more by visiting the [Loudoun is Ready](#) webpage.

Coronavirus - We're in it together, we'll get through it together - Tony

Be safe!



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