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LOCAL BUSINESSES ENCOURAGED TO SIGN AND IMPLEMENT THE 'BERKS COUNTY COMMITMENT'

As a continuation of the "Rebuilding Berks" initiative and the "Stop the Spread" campaign and in anticipation of Berks County entering the Green Phase of reopening, the Greater Reading Chamber Alliance (GRCA) and Pennsylvania's Americana Region recently introduced the "Berks County Commitment." This commitment also has received full support of the Berks County Commissioners.

GRCA and Pennsylvania's Americana Region, the Visitors Bureau representing Reading and Berks County, recognize that consumer comfort will play a huge role in putting Berks County businesses on the road to recovery. In signing the Berks County Commitment, businesses will provide their consumers and customers a clear and unequivocal commitment to follow. Those guidelines include aggressive cleaning protocols, health surveys for staff prior to their shift, special training, and using personal protective equipment when possible. In return, businesses ask employees and customers to follow recommended guidelines, which include following social distancing guidelines and not visiting if feeling sick.

"The Berks County Commitment showcases the continued dedication of our area businesses to protecting the health and safety of their employees and customers," said Jim Gerlach, GRCA President and CEO. "By making this commitment, businesses are indicating their intention to follow and implement all of the advanced local, state, and federal guidelines to ensure we continue to stop the spread of the virus and get back to normal."

The Berks County Commitment grew out of looking at the success of similar programs such as the "Pocono Promise" from the Pocono Mountains Visitors Bureau and the "Vow of the Valley" launched by the Lehigh Valley Chamber. Businesses are asked to sign the Berks County Commitment here.

"Survey statistics from USA Travel and Miles Media have shown that convention and visitors bureaus are one of the top trusted resources for destination information when planning to travel. In today's environment, visitors will look to Pennsylvania's Americana Region's Visitors Bureau for what they can expect from our hotels, restaurants and attractions for cleanliness and safety. We are proud of our partners and their commitment to implement the necessary precautions to keep our visitors and residents safe. Together, we are committed to making everyone's experience exceptional and memorable," said Crystal Seitz, President of Pennsylvania's Americana Region.



The Greater Reading Chamber Alliance (GRCA) is a 501(c)(3) and Pennsylvania's Americana Region is a 501(c)(6). GRCA and Pennsylvania's Americana Region make no guarantees with respect to the ultimate effectiveness of the Berks County Commitment program and assumes no responsibility for assuring compliance by any business with such guidelines.



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