



City of Keene

New Hampshire

FOR IMMEDIATE RELEASE

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City Launches “Keene Safe” Pledge For Businesses To Help Slow The Spread Of COVID-19 PLEDGE AIMS TO BUILD CONSUMER CONFIDENCE

KEENE - The reopening of Keene businesses is important to the local economy and to the quality of life enjoyed by employees and citizens. Slowing the spread of COVID-19 is essential to continuing the restoration of services needed and enjoyed by the community. The “Keene Safe” pledge, a product of the City’s Downtown Reopening Task Force, has been established to encourage and applaud health and safety practices that are needed to keep Keene open for business.

The City of Keene launched the Keene Safe pledge and invites Keene businesses to voluntarily pledge their commitment to help reduce transmission of COVID-19 by implementing State of New Hampshire and CDC health and safety protocols. An important goal is to give Keene consumers the ability to easily identify businesses that take the Keene Safe pledge. “We want people to feel comfortable working, shopping, dining and doing business here, and there are many businesses taking all of the recommended steps to keep their environments clean and safe. This program connects concerned citizens with responsible businesses to support healthy economic activity which is so important right now,” says Elizabeth Dragon, Keene’s City Manager.

Businesses who take the Keene Safe pledge voluntarily commit to:

- Requiring employees and encouraging customers to wear face coverings in public settings where social distancing measures are difficult to maintain.
- Configuring public spaces for social distancing consistent with CDC guidelines.
- Placing alcohol-based hand sanitizer in frequently visited locations for both employees and customers.
- Implementing workplace cleaning and disinfection practices that follow CDC guidelines including regular sanitation of high-touch surfaces.
- Not allowing employees with COVID-19 symptoms to work on-site.
- Following current State of NH COVID-19 Reopening Guidelines.

The pledge is available on www.KeeneSafe.com as an online form for business owners to complete and submit electronically. Those who take the pledge will be provided posters to display in public facing windows to communicate to consumers their commitment to following COVID-19 health and safety guidelines, and the business names will be added to the website for public viewing.

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