



FOR IMMEDIATE RELEASE

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BUSINESSES EXERCISE COVID-19 PRECAUTIONS WITH READY2OPEN CAMPAIGN

MERCED—In an effort to protect customers and employees amidst increasing COVID-19 infections, Merced County and its six cities are working with local businesses on a self-certification safety process.

Branded as “Ready2Open,” the process allows local businesses to complete an online checklist to verify that they’ve taken steps to ensure the safety of customers and employees. Steps include safety signage, employee training, employee health screening, physical distancing measures, and routine sanitation.

Once a business verifies its information through the www.reopenmercedcounty.com/ready2open site, they’ll receive an emblem to display near the entrance of their store attesting to their self-certification. The emblems will look like this:



Store participation in this program is optional. While businesses can begin self-certification immediately, the official launch of the Ready2Open campaign is Monday.

The Ready2Open campaign is in response to rapidly increasing disease transmission, increased hospitalizations, and a rise in the percentage of people testing positive for COVID-19 in Merced County. The rapid increase in those categories resulted in the State once again shutting down indoor dining, bars, and various entertainment centers throughout Merced County.

If numbers continue to rise, the current shutdown could be extended by the State and additional business sectors could be closed. This can be prevented by basic safety measures including:

- Wearing face coverings in public;
- Social distancing of six feet or more;
- Avoiding large group gatherings;
- Washing your hands often with soap and water;
- Avoiding close contact with people who are sick;
- Staying home if you’re sick;
- Avoiding touching your eyes, nose or mouth with unwashed hands.

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