



## GBCVB teams up with the City of Boston and Greater Boston Chamber of Commerce to launch “Boston Safe & Strong” Pledge

FOR IMMEDIATE RELEASE

September 30, 2020

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The Greater Boston Convention & Visitors Bureau (GBCVB) is partnering with the City of Boston and the Greater Boston Chamber of Commerce to promote the [“Boston Safe & Strong” Pledge](#). The Pledge is for businesses and the public alike to participate in a collective mission to stop the spread of COVID-19. The Pledge emphasizes public health measures that are proven to mitigate the transmission and acquisition of COVID-19.

Businesses that take the Pledge may upload the Pledge banner to their website and spotlight their Pledge commitment wherever they see fit. To join the Pledge businesses must comply with a checklist of specified practices. Additionally, to guide compliance, businesses must fill out a form that includes the [terms & conditions](#) necessary to participate in the Pledge.

“From the outset of this crisis, the Bureau has endeavored to share resources and best practices to curtail the spread of COVID-19,” said GBCVB President & CEO Martha J. Sheridan. “This collaboration with the city and the chamber is an effective and tangible way for us to get people and businesses to take the

Pledge and join our efforts to make Boston safe and strong as businesses re-open.”

“The business community plays a critical role during this pandemic, and this pledge recognizes the power of our collective impact. With the City of Boston and GBCVB, we’re pushing forward this pledge to give businesses the necessary guidance to re-open safely and remain open during this crisis. We must adopt the public health protocols that put our health and safety first, and, together, we can stop the spread of COVID-19,” said James E. Rooney, President & CEO of the Greater Boston Chamber of Commerce.

The City of Boston has spearheaded several initiatives to assist small businesses to safely reopen during this period. The [Small Business Relief Fund](#) has awarded \$6.7M to businesses in need, while the Reopen Boston Fund has been providing businesses up to \$2,000 to assist with PPE procurement and reopening costs. More recently, the Mayor’s [new ramp initiative](#) has improved accessibility to the multitude of new and repurposed outdoor dining areas throughout the city.

“During these difficult times, I am proud of the resilience of Boston’s business community,” said Mayor Walsh. “Boston’s businesses have faced incredible challenges and have worked extremely hard to continue serving their communities. This partnership with the Greater Boston Convention & Visitors Bureau and Greater Boston Chamber of Commerce encourages a safe, smart, and cautious reopening. We’ll continue to support small businesses throughout our City as we respond to and recover equitably from this public health crisis.”

Please visit [bostonusa.com/bostonsafeandstrong](https://bostonusa.com/bostonsafeandstrong) to learn more about the Pledge and how to get involved.

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