

Dear Customers and Residents of Genesee County:

As you know, the GLOW, western New York and Finger Lakes regions are experiencing a significant spike in COVID-19 infection rates. If this trend continues, we could be headed for another lockdown that would impose significant burdens on small business.

The pandemic has already devastated many businesses in our community and if we don't do everything we can to combat the rising number of infections, the public health and economic situation in Genesee County will worsen.

Governor Cuomo just announced that starting Friday, November 13th that New York State bars and restaurants must close at 10 pm due to the alarming increase in cases. We need everyone's help in ensuring that we are not faced with even further restrictions or a second lockdown.

Businesses in our community that were fortunate enough to survive the first lockdown may not be able to survive these new restrictions. Genesee County business owners and their employees are our friends, our family, and our neighbors and we owe it to our community to do all we can in preventing the spread of COVID19.

There are several ways we can do this and in fact we have already done it, but we all know that COVID fatigue has settled in. We have to reverse this trend and become even more vigilant like we were when the pandemic first hit.

First, whenever you are out in public, wear a mask. As we know from public health experts, wearing a face mask helps prevent the spread of the virus.

Second, always remember to sanitize, sanitize, sanitize! Wash your hands regularly and when you cannot wash your hands, use a hand sanitizer. All of our businesses have hand sanitizer when you enter their premises.

Finally, remember the importance of social distancing. Limit close face-to-face contact and do your best to maintain at least six feet from other people.

Local businesses are the backbone of our economy and we need to come together again and raise our vigilance to prevent the spread of COVID-19.

Remembering to take these precautions is all the more important as we approach the holidays where gatherings of family and friends adds another challenge in our efforts to be vigilant to limit the infection rate.

We appreciate your understanding and more than ever wish you a happy, healthy, and safe holiday season.

And remember, support your local businesses!