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## **Discover Schenectady Launches #SchenectadyStrong Program**

### **Businesses Will Promote #SchenectadyStrong Pledge to Showcase Effort to Safely Serve Customers**

Schenectady, N.Y., August 14, 2020 – Discover Schenectady today announced #SchenectadyStrong, an outreach effort to promote local businesses who have taken measures needed to safely serve new and returning customers.

“The Schenectady Strong Pledge is a simple, visual way for businesses to show their commitment to the health and safety of their customers during the pandemic,” said Anthony Jasenski, Chair of the Schenectady County Legislature. “Working together will not only help keep our families safe, it will also help our local businesses recover during this unprecedented public health crisis.”

“We want everyone to know that Schenectady is standing strong and that our businesses have reopened with key safety protocols in place,” said Angela Kelly, Interim Executive Director of Discover Schenectady.

The effort to promote Schenectady businesses that have safely reopened includes the Schenectady County Metroplex Development Authority, Schenectady County, Discover Schenectady, the Downtown Schenectady Improvement Corporation, the Upper Union Street Business Improvement District (BID) and the Scotia Business Improvement District (BID).

“Schenectady Strong is a way for county businesses to communicate a shared commitment to the health of their teams and patrons. Once businesses sign the pledge, they will be featured on the campaign’s website, receive signage to be displayed at their establishment, and be recognized for their efforts to reopen safely,” Kelly said.

The #SchenectadyStrong pledge was designed to increase confidence in the traveling community by offering a list of businesses who have signed the safety pledge to display signage at their establishment. According to research from Destination Analysts, 75% of travelers will research how destinations and their businesses are managing the coronavirus situation before leaving on their trips. Discover Schenectady will use social media to increase awareness of the campaign showing that our businesses are exceeding the standards and guidelines to ensure a healthy and safe environment for patrons and employees.

“Downtown Schenectady’s businesses have been creative, resilient, and focused on customer and employee safety,” said Jim Salengo, executive director of the Downtown Schenectady Improvement Corporation. “The #SchenectadyStrong pledge will position them as part of a responsible business community and give visitors an extra level of comfort to choose Schenectady County as a destination.” He added, “We are proud to team up with Discover Schenectady and other partners on this important campaign.”

(more)



“The Upper Union Street Business Improvement District is proud to join Schenectady County business owners and leaders as we stand #SchenectadyStrong and take the pledge to provide a safe and healthy environment for patrons, visitors and residents. The #SchenectadyStrong pledge will highlight the many ways our business owners are committed to the health and well-being of our community - reassuring our patrons that we are offering mindful, safe spaces to dine, shop and explore our beautiful and vibrant county,” said Amanda Mahar, Executive Director of the Upper Union Street BID.

“GoToScotia is the group of specialty shops, restaurants and other fine businesses that line Mohawk Avenue in Scotia. We are committed to the safe shopping, dining and general business operations for our neighbors, guests and customers during these difficult times. The #SchenectadyStrong campaign will help spread the word that we are here for you and we are here to stay,” said Tom Gallant, President of the Scotia Business Improvement District.

For more information on the #SchenectadyStrong pledge, please visit [www.schenectadystrong.com](http://www.schenectadystrong.com).

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