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FOR IMMEDIATE RELEASE

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Fox Cities community organizations release second video as part of ongoing campaign encouraging healthy habits amid COVID-19

Seven area economic development organizations collaborate to support economy, healthy choices

FOX CITIES, Wis. (September 1, 2020) – Seven Fox Cities-based business organizations have released a second video as a part of its ongoing campaign encouraging local residents and visitors to follow public health guidelines and support the local economy amid the ongoing COVID-19 pandemic. Appleton Downtown Inc., Appleton Northside Business Association, Fox Cities Chamber of Commerce, Fox Cities Convention & Visitors Bureau, Fox West Chamber of Commerce, Future Neenah Inc. and Heart of the Valley Chamber of Commerce collaborated to create the campaign.

The second video, released on September 1, focuses on reminding locals and visitors alike that the Fox Cities is still open for business, encouraging support of local businesses and supporting travel to the area when visitors are comfortable doing so. The video may be viewed at <https://youtu.be/RW7niKePzyA>.

The first video was released on August 26 on the Fox Cities Chamber of Commerce social media pages and website, and it featured local business leaders encouraging people to wear a facemask when at local businesses or throughout the community.

In response to COVID-19 economic restrictions and public health needs, many Fox Cities businesses have developed creative and innovative ways to remain open, serve customers and welcome visitors while also following public health guidelines and implementing best practices to ensure the wellbeing of employees and customers. These include offering curbside meal pickup, expanding outdoor dining spaces, boosting e-commerce and online shopping options, implementing touchless or limited contact transaction processes, updating cleaning protocols and sharing information regarding health and safety procedures with guests.



Additional resources about remaining healthy, best public health practices and traveling well while in the Fox Cities can be found at <https://www.foxcities.org/travel-well-fox-cities/> and <https://foxcitieschamber.com/main/coronavirus-covid-19-resources/>.

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The **Fox Cities Convention & Visitors Bureau** strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled more than \$511 million in 2019. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 5,850 jobs and \$114 million in income for Fox Cities residents. Learn more at www.foxcities.org.

About Fox Cities Chamber of Commerce

The Fox Cities Chamber of Commerce captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its business members. The Fox Cities Chamber serves all of the Fox Cities communities within the counties of Outagamie, Calumet and the northern portion of Winnebago. The Fox Cities Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin. For more information, visit www.foxcitieschamber.com.