**USE COMPANY/STORE LETTERHEAD**

LOGO: Buy Smart. Don’t Overfill Your Cart #Enough4All

For immediate release: March XX, 2020

Contact: YOUR NAME, PHONE NUMBER

**As Shelter in Place Order Expands, (NAME OF STORE) Assures Public:**

**There is plenty of food and essential supplies.**

**We will remain open through these tough times.**

**Please Buy Smart & Don’t Overfill Your Cart. #Enough4All**

In response to California Governor Gavin Newsom’s executive order to stay in place, (NAME, TITLE, NAME OF STORE) released the following statement:

*“In these uncertain times, Californians can be assured that (NAME OF STORE) will remain open and that food and essential supplies remain plentiful. The bare shelves you are occasionally seeing does not indicate lack of supply. It is a temporary result of people overbuying given the understandable worry right now. The supply and distribution system in (REGION) is prepared to accommodate higher demand for a day or two but when demand is heavy for an extended period, it takes a time to catch up.*

*“The dedicated men and women at grocery stores and distribution centers throughout the state are working hard to make sure you and your neighbors have what you need. They are working extra hours, away from their families and deserve all of our thanks. At (NAME OF STORE) we are also (list the items your store is doing for example);*

*• We are hiring additional employees to ensure product moves as quickly as possible to store shelves.*

*• We are adjusting store hours to allow more time to clean and restock*

*• We are asking that you follow CDC guidelines for social distancing while in our stores and parking lots*

*• We are limiting purchases on some fast-selling items*

*• We are managing the flow of traffic in our stores*

*• We have extended our store hours to allow seniors, expectant mothers and customers with disabilities to shop before normal store hours.*

*“We are all looking for some normalcy in our lives and going back to our typical shopping patterns are an important part of that. Everyone can help stop this unnatural cycle of demand by simply buying only what you need for a week and curbing the tendency to over-buy. Getting shopping patterns back to normal will reduce stress on the distribution system and can go a long way toward creating some normalcy in our grocery stores.”*

*“We can rest assured there is enough for all of us if we just buy smart and don’t overfill our carts.”*