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FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Name, Title

Phone, Email

MONTANA TOURISM INDUSTRY ENCOURAGES TRAVELERS TO “EXPLORE RESPONSIBLY”

Businesses in _____ [insert name of local city/region] participate in effort to promote safe and responsible travel

_____ [INSERT CITY], Mont. (October __ [insert date], 2020) – The Montana Department of Commerce’s Office of Tourism and Business Development has expanded the “Montana Aware” campaign to promote a variety of responsible and respectful travel behaviors, from planning ahead to protecting the outdoors.

“With social distancing as an important measure to help slow the spread of COVID-19, Montana’s residents and visitors are exploring our parks and trails in record numbers,” said Commerce Director Tara Rice. “We want to encourage people to treat these outdoor spaces with the same respect we give to one another.”

The “Montana Aware” program encourages Montana’s tourism partners and local businesses to use flyers, posters, social media messages, customer emails and business websites to help inform patrons about safety guidelines for travel. Locally, ____ [insert number] businesses support the program, including _____, _____ and _____ [insert names of prominent local businesses]. For a full list of participating businesses, go to _____ [insert your landing page URL here if you choose to list participating businesses on your website].

Explore Responsibly Guidelines

The expanded campaign reminds visitors to:

- Plan Ahead: Check for closures, pack supplies and have a backup plan
- Keep Space: Keep 6 feet of space from others and wear a mask in crowded spaces, inside or out
- Be Respectful: Respect local guidelines, the land and people
- Protect the Outdoors: Minimize Impact and give wildlife space
- Explore Locally: Pick a basecamp and support local businesses

Safe Travel Guidelines

Before travelers hit the road, they should, “Know before you go.”

- Know the local public health guidelines before arriving at their destination
- Understand some services and destinations may be limited
- Stay home if they’re sick

When travelers are on the road, they should:

- Wear a mask – face coverings are [required](#) in certain indoor spaces and for certain organized outdoor activities in counties currently experiencing four or more active cases of COVID-19
- Maintain social distance (at least 6 feet apart)
- Wash their hands and use hand sanitizer
- Avoid touching their face
- Cover coughs and sneezes

- MORE -

_____ [Add quote from local contact here].

For More Information

Please visit _____ [insert URL of local county health page] for the most up-to-date local health guidelines.

The “Montana Aware” initiative is funded with federal dollars through Montana’s Coronavirus Relief Fund. For more information about the Montana Aware program, go to [VISITMT.COM](https://www.visitmt.com).

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