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FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Name, Title

Phone, Email

MONTANA TOURISM INDUSTRY UNITES FOR “MONTANA AWARE” CAMPAIGN

Businesses in _____ [insert name of local city/region] participate in effort to promote safety measures

_____ [INSERT CITY], Mont. (July __ [insert date], 2020) – The Montana Department of Commerce’s Office of Tourism and Business Development has launched the “Montana Aware” campaign to promote safe and responsible behavior among those who are traveling in the state. The public health initiative aims to educate residents and visitors on safe travel best practices to slow the spread of COVID-19.

“Our top priority is to keep those who live, work and travel in Montana safe,” said Commerce Director Tara Rice. “It’s important that we put safety first and adventure second because we all have a shared responsibility to slow the spread of COVID-19.”

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 are involved to date, 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]. The list will be updated as more businesses get involved with the campaign.

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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