To: [Customers]

From: [CEO]

Subject Line: How We’re Handling the Coronavirus Crisis

Hello [Name],

We are all dealing with a global crisis of enormous scale and impact. Our thoughts and hearts are with all who have been impacted by coronavirus (COVID-19).

We take safety seriously. Nothing matters more to us than making sure every one of our customers and employees goes home safely at the end of each day.

In light of that, we wanted you, our valued customer, to know what we are doing to proactively respond to the COVID-19 pandemic and to limit its spread. At [Company Name] we are:

- List, in bullet form, what you are doing at your retail establishments, places of business and anywhere customers come into contact with your employees or brand to limit the spread of COVID-19.

- Keep your bullets brief, but informative.

- Put another bullet here.

We know this is a stressful and fluid situation. We continue to work with all of our customers and employees to support one another and promote public health. As developments arise, please know that we are prepared to handle them immediately and safely.

Thank you for your continued support and business. Rest assured that we will weather this storm together and emerge stronger for it.

Sincerely,

[Name]

[CEO, Company Name]