

TENNESSEE PLEDGE PSA COPY

Please help spread the word about the TN Pledge and the commitment of your business and industry to providing a safe environment for commerce to take place. This campaign is designed to build consumer confidence as we begin a gradual reboot of our economy.

We would like for you to record a short video message and post to social media with the #tnpledge hashtag. If you are not comfortable recording a video, please post messaging along with your logo the TN Pledge logo and/or provided graphics. Posting photos of how your business is implementing the guidelines outlined in the TN Pledge will also go a long way to encourage customers to return.

Below is sample copy followed by talking points if you want to put into your own words.

#tnpledge

www.tnpledge.com

HELLO NEIGHBORS.

MY NAME IS _____ AND I AM THE _____ title _____

OF _____ business name _____

WE HAVE TAKEN THE TENNESSEE PLEDGE.

WE ARE COMMITTED TO PROVIDING A SAFE PLACE TO WORK

FOR OUR EMPLOYEES

AND A SAFE PLACE FOR OUR CUSTOMERS TO VISIT.

AT _____ business name _____

WE PRACTICE SAFE SOCIAL DISTANCING

WEAR PROTECTIVE EQUIPMENT

AND SANITIZE SURFACES REGULARLY.

WORKING TOGETHER, WE CAN BEAT THIS VIRUS

WHILE PROTECTING THE LIVELIHOODS OF ALL TENNESSEANS.

PLEASE, JOIN US – TAKE THE TENNESSEE PLEDGE

Feel free to put message into own words. Here are key talking points:

- My name is _____
- Include name of business along with any other relevant info such as how long you have been serving people in XYZ community, commitment to customer service, family, etc
- We have taken the Tennessee Pledge

- We are committed to:
 - Safe social distancing
 - Sanitize multi-touch surfaces regularly
 - Wearing personal personnel protective equipment
 - face masks, gloves
- Working together, we can slow the spread of COVID-19
- Get Tennesseans back to work
- Protect livelihoods of all Tennesseans
- Reboot our economy