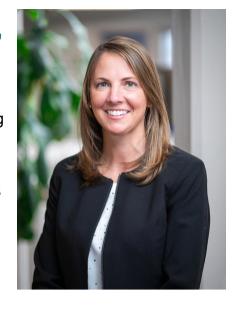


## CORONAVIRUS (COVID-19) UPDATE 4/10/2020

## **Dear Explore York Family,**

I can't believe we are coming up on a month of social distancing. As difficult as this time has been for everyone, including myself, it has been inspiring to watch as our community has adapted to these times. Technology has opened new ways for families, friends, and businesses to connect with their loved ones and customers. Thanks to the ability of many of you to set up curbside pickup and online ordering, many of us are stocking



up on farm-fresh ingredients to prepare our own meals this weekend while others are ordering from local restaurants for their holiday dinners.

We don't know how long this "new norm" will last. However, I truly hope that when the time comes for us to open our doors to visitors again, we do

not forget how we all adapted. That we take the lessons we have learned and changes we have adopted and turn them into more ways to serve the community. I sincerely hope in a few months' time our full staff will be back in the office

planning future events and promoting our community. But until then, if you need us please reach out to me at laura@yorkpa.org or any of the following staff:

Sarah Bumgarner, Marketing Assistant, sarah@yorkpa.org

Louise Heine, Vice President Destination Marketing, louise@yorkpa.org Rasheeda Martin, Sports Sales & Services Manager,

rasheeda@yorkpa.org Chrissy Tobias, Communications Specialist, chrissy@yorkpa.org

Diane Yocum, Director of Business Administration, diane@yorkpa.org

Be safe and we'll see you soon, Laura Gurreri

President, Explore York



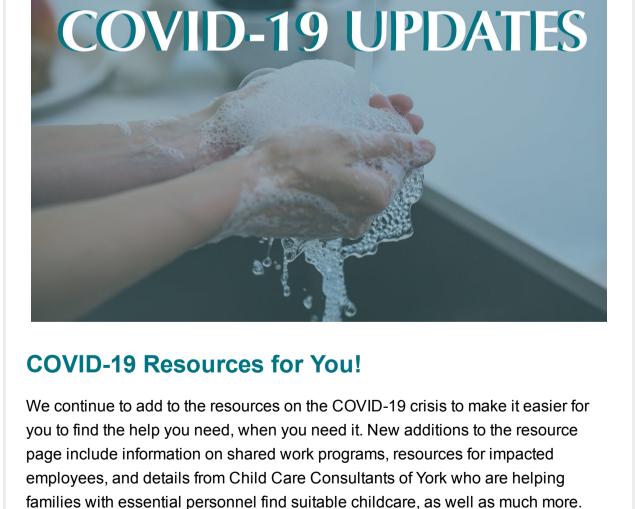
## We want to help get your new services and special offers in front of as many

people as possible. There is limited space available on our digital billboards and would like share it with you. We will be offering this space for your marketing needs at no charge, on a first come first serve basic. For more information please contact Louise Heine at louise@yorkpa.org. Learn More



Just as all of you are finding new ways to adapt to these times, the Explore York Staff is also learning how to promote York County while remaining sensitive to our current circumstances. Our sales team is working diligently to reschedule events so organizers will not have to outright cancel. The marketing team is finding creative

ways to engage with our audiences digitally with scavenger hunts, digital puzzles and coloring pages, and future travel planning messages. Explore York leadership continues to advocate on our members' behalf to ensure the travel and tourism industry receives the support we need from the state to make sure we weather this storm. We are all in this fight together, and together we will make it through.



There is a lot of information out there right now, and we hope this will be a place

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you can trust to give you updates and resources for all your needs.













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