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Pure Michigan Announces Statewide Safety Pledge for Business, Tourism and Local Communities

The Pure Michigan Pledge encourages businesses, tourists and local communities alike to follow and promote COVID-19 safety guidelines to help ensure the best experiences this summer travel season and beyond

LANSING, Mich. – Building on the [“Two Peninsulas, One Pure Michigan”](#) message of strength and unity across the state during COVID-19, Pure Michigan is encouraging businesses, visitors and local communities across the state to take the [Pure Michigan Pledge](#), a promise to uphold local safety protocols and [CDC travel guidelines](#) to travel safely this summer season and beyond.

“We know residents and visitors alike are ready to get back to exploring and making memories all across Michigan – whether that is a day at the lake, a local craft beverage or a hike through the woods,” said Dave Lorenz, Vice President of Travel Michigan, part of the Michigan Economic Development Corporation. “We also know that health is a top priority, and we want people to know the tourism industry is taking safety seriously. If we all work together – and follow the Pure Michigan pledge – we can continue to experience this great state that celebrates the best we have to offer, while staying safe.”

Most travel surveys and trends show that people are eager to get out and explore, but safety is a top priority. Travelers will be going on more road trips, especially shorter, regionally-based trips, and staying in properties with direct outdoor access, including campsites and RV rentals, and choosing destinations based on the ability to enjoy nature and maintain appropriate social distance. That’s where the Pure Michigan Pledge comes in.

The Pure Michigan Pledge outlines seven steps businesses in the travel industry will take to ensure a safe environment for travelers. These steps include: following all CDC guidelines, wearing face coverings in all required and otherwise appropriate areas, keeping high-touch surfaces clean, practicing social distancing, use of credit and debit cards as much as possible, providing adequate supplies of soap and sanitizer to employees and visitors alike, and finally staying home if there are any signs of illness.

The steps of the pledge were developed with input from more than 350 tourism industry professionals across the state, and participating businesses will be able to proudly display a Pure Michigan Pledge badge on their property entrance. This badge, which will come in several forms including signs, stickers and guideline posters, helps show everyone that destinations are committed to keeping everyone safe this summer and beyond.

However, it is not just on businesses and local communities that must take precautions and follow safety protocols. Travelers need to do their part to help ensure the safety of their favorite summer spots, and so the Pure Michigan Pledge provides visitors throughout the state with key steps to take to ensure responsible travel – including following social distancing requirements, wearing masks and face coverings in designated areas, and proper hygiene. To help promote their engagement, Pure Michigan has created social stickers and Facebook profile frames for everyone to demonstrate participation with the pledge.

A downloadable toolkit is also available to businesses and travelers alike to help further educate what safety measures and precautions are being implemented to ensure they're a safe destination to visit once again. That toolkit can be accessed at michigan.org/puremichiganpledge.

To keep informed on travel information and restrictions pertaining to specific Michigan destinations and their attractions, lodging, restaurants and more, please refer to local official tourism websites. Destinations throughout Michigan are also closing their downtown streets to traffic to create [safer, walkable environments](#) that allow visitors and residents to socially distance.

For more information on the Pure Michigan Pledge, as well as inspiration for future trip planning, visit michigan.org/puremichiganpledge, order the free [Pure Michigan Summer Travel Guide](#) – also available [digitally](#) – and follow along on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).

About Michigan Economic Development Corporation

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit www.MichiganBusiness.org. For Pure Michigan® tourism information, your trip begins at www.michigan.org. Join the conversation on: [Facebook](#), [Instagram](#), [Pinterest](#), and [Twitter](#).

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