



**THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION**  
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## **NEWS RELEASE**

### **Downtown Windsor BIA awarded #SafeTravels Stamp**

[Windsor, ON] — The Downtown Windsor Business Improvement Association (DWBIA) has been awarded the coveted #SafeTravels Stamp.

The Safe Travels Stamp is an international symbol designed to allow travelers to recognize governments and companies around the world that have adopted health and hygiene policies and protocols. Visitors and consumers can now trust that they are traveling safely within DWBIA boundaries.

“Tourism businesses across Canada are looking to help citizens rediscover their country,” says Tourism Industry Association of Ontario interim president and CEO Carol Greenwood, “and the Stamp is an excellent way to aid in ensuring that consumers feel safe and comfortable when doing so.”

“We’ve worked diligently to uphold the highest standards of health and safety,” added DWBIA Chair Brian Yeomans. “It’s a privilege to have been acknowledged that we’re adhering to global health protocols.”

The DWBIA’s certification is also celebrated by Tourism Windsor Essex Pelee Island. “During these unprecedented times, we realize that being resilient is critical in ensuring #YQGStandsStrong and, in turn, paving the road to stability and future success,” said Gordon Orr, CEO, Tourism Windsor Essex Pelee Island.

“This certification plays a key role in providing the visitor with peace of mind, while helping to build on consumer confidence as we all look to better days ahead.”

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#### **For more information:**

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