**[Copy, paste and customize for your organization]**

The last several months have been hard for our country and our local community, and there are a lot of unanswered questions as we look forward.

But I know we will get through this by doing what Western New York does best – sticking together and supporting each other.

Our ‘can-do’ spirit is why I am proud to announce **[insert company name]** is participating in **It’s Our Job** and I hope you will too.

It’s Our Job is a community-wide campaign aimed at bolstering the local economy in these uncertain times.  This is an important effort designed to support and highlight local businesses, and encourage safe practices to keep our community open, people employed, and money cycling through our local economy.

You can join this effort in three ways:

Shop Local

* Patronize locally owned shops and service providers
* Use the it’s our job business directory [HERE](https://buffalonews.com/localbusinesses/) for ideas and contact information
* Sign up for a newsletter to receive stories and contests featuring local businesses, it’s our job heroes, and campaign updates [HERE](https://www.thepartnership.org/ourjob/get-involved/)

Spread the Word

* Show your support for WNY and It’s Our Job by using the hashtag **#ItsOurJobWNY** when you are supporting a local business or practicing covid-conscious habits

Practice Safe Habits

* Wear a mask or other face covering to keep you and others safe
* Maintain social distancing of 6-feet when possible
* Wash your hands regularly
* Avoid large groups and use common sense when interacting with others

If you haven’t already, be on the lookout of It’s Our Job posters and other materials in our workplace, as well as in The Buffalo News, WGRZ and other local businesses and retailers throughout Western New York.

More about It’s Our Job and how you can join the effort can be found [HERE](https://www.thepartnership.org/ourjob/). I encourage you all to do your part.  Thank you for your commitment to **[employer name]** and for your support of Western New York.

Sincerely,