



FOR IMMEDIATE RELEASE:

Sonoma Valley Safe Program Launched by Sonoma Valley Chamber of Commerce,
Sonoma Valley Vintners & Growers and Sonoma Valley Visitors Bureau

New program assists businesses, customers, and community by showing
commitment to following all health and safety guidelines



SONOMA, Calif. (May 22, 2020) – Sonoma Valley Vintners & Growers Alliance, Sonoma Valley Chamber, and the Sonoma Valley Visitors Bureau have rolled out **Sonoma Valley Safe** to support local businesses in taking the necessary steps to follow safety and health guidelines, as well as communicate to customers and the community that Sonoma Valley is committed to maintaining the highest safety standards to protect the health and welfare of employees, guests, and our community while providing world-class hospitality.

Sonoma Valley Safe incorporates directives and best practices from the California Department of Health, Sonoma County Economic Development Board as well as industry-specific organizations to operational changes that include physical layout, cleaning protocols, employee training, necessary supplies and other programs. **Sonoma Valley Safe** includes communications of Business Mitigation Checklists; Best Management Practices specifically for wineries, restaurants, hotels, and retail; and a Business Self-Certification Assessment.

Upon completion of the [Sonoma Valley Safe Self-Certification Assessment](#), businesses will take the next step to reopening which includes customer facing signage to communicate guest expectations for masks and spacing as well as identifying the business as participating in **Sonoma Valley Safe**. The exact dates when businesses can reopen will follow the guidelines from local government. Sonoma Valley Safe prepares the business and provides signs and graphics for them to use when that time comes.

All Sonoma Valley Safe certified businesses will be listed on www.SonomaValleySafe.com.

About the Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving more than 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. Sonoma Valley comprises six of the 17 American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Coast, Sonoma Mountain, and Sonoma Valley.

The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501(c)(3) organization that has raised more than \$25,000,000 through Sonoma Wine Country Weekend and supports youth and children for future success, preserving our environment, and improving health and welfare of our local communities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com.

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About the Sonoma Valley Chamber

The Sonoma Valley Chamber of Commerce has been serving Sonoma Valley since 1909.

Our organization provides strategic support programs and services to our 400+ member businesses, nonprofits and residents. The Chamber is headquartered in the City of Sonoma and covers the entire Valley including Kenwood, Glen Ellen, the Springs neighborhoods and unincorporated areas throughout the Hwy 12 corridor.

The Chamber offers promotional and networking opportunities, educational platforms, advocacy, and much more for businesses of all types. Although our services are primarily virtual, the Chamber has continued to provide support for businesses throughout the COVID 19 crisis.

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About the Sonoma Valley Visitors Bureau

The Sonoma Valley Visitors Bureau represents more than 350 hospitality-related businesses and promotes the local hospitality industry to visitors, residents, and travel media.

The Bureau operates two visitor centers, which are open year-round, as well as marketing, public relations and social media programs to encourage visitation to Sonoma Valley.

The organization is overseen by a volunteer board of directors.

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