



News

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Florida's Paradise Coast Launches "The Paradise Pledge"

Pledge Encourages Businesses to Commit to Safety Measures

Naples, Fla., July 20, 2020 – To assure travelers of its commitment to safety, [Florida's Paradise Coast](#) – Naples, Marco Island and the Everglades, has launched [The Paradise Pledge](#) encouraging business owners and locals to pledge to follow the CDC and FI Dept. of Health Guidelines as the world recovers from the COVID-19 pandemic.

The pledge launched in July and is a voluntary program for businesses to complete to pledge the importance of safety to visitors and residents. Completing the pledge signifies the business owner will follow, meet and exceed CDC and Florida Dept of Health Safety Guidelines and protocols, in addition to the following:

- Staff will frequently wash and sanitize hands
- Guests will find hand sanitizer readily available
- Strongly encourage staff and guests to wear Face Coverings in all public spaces
- Follow CDC Protocols for cleaning and sanitation
- Train all employees on COVID safety procedures
- Continually disinfect often touched surfaces
- Follow CDC Social Distancing guidelines of at least 6 feet between guests
- Conduct daily Wellness Screenings of staff upon arrival at work, such as temperature checks or asking health questions
- Enforce building capacity limits set by local Fire Code or by legislation
- Follow future Protocols suggested by CDC and Florida Department of Health

"Safety is crucial for travelers right now, and we wanted to create something that would allow our locals and visitors to feel at little more at ease when they are frequenting businesses in Southwest Florida," said Naples, Marco Island, Everglades CVB Executive Director Jack Wert. "We're so proud of our businesses that have already taken the pledge and appreciate their commitment as we work together to keep our community strong."

About Florida's Paradise Coast

Whether travelers are looking for a romantic escape or family getaway, Florida's [Paradise Coast](#) Naples, Marco Island, Everglades City and the Gulf Coast portion of Everglades National Park — has an array of vacation options year-round. With more than 30 miles of soft, white sand beaches, thriving arts and culture scene, distinctive dining, family attractions and the best of outdoor adventure, the Paradise Coast is truly a destination with it all. Located just two hours from Miami, four hours from Orlando and three hours from Tampa, the Paradise Coast is easily accessible from some of Florida's largest cities. Travelers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 52 destinations on 15 different air carriers.

For more information about the Paradise Coast, call 800-688-3600 or visit www.ParadiseCoast.com. Follow the destination on Twitter and Instagram @ParadiseCoast, and on Facebook at www.Facebook.com/TheParadiseCoast.

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