



Suggested Communication to Clients/Community in Event of Closure

Dear Valued Clients,

In response to the recent COVID-19 (Coronavirus) outbreak, we are taking necessary steps to protect our clients and team from its rapid spread.

We have voluntarily decided to close our location beginning (*insert date*) until further notice (*or enter end date*).

The health and safety of our community is our priority and we want to do our part to take care of one another during this challenging time. We will contact you directly to reschedule your appointment ASAP.

As soon as we have an update on when our shop/salon will reopen, we will immediately notify you. We look forward to seeing you again very soon!

We hope that you are all taking the proper precautions to keep yourselves safe. We're in this together.

Be safe and well,

(signature)

(OPTIONAL PARAGRAPH)

*If you are able, describe what you are doing to support your employees' financial burden.*

*During this time as a small business, the financial hardship we will experience with our doors closed could potentially be devastating as the timeline is unclear. It would mean so very much to us if you are able to purchase a gift card to redeem on your very next visit. This will support us in ensuring the shop/salon will re-open once we are able. Please contact us to purchase this electronically, we will send you the card in the mail.*