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**Contact:** Katelyn Kaminski

**Phone:** 913-548-6079

**Email:** [katelyn@kckchamber.com](mailto:katelyn@kckchamber.com)

## **Kansas City, Kansas Civic Organizations Partner to Fight COVID-19 with 'Keep WYCO Well' Initiative**

**Kansas City, KS** – Three civic organizations in Wyandotte County have launched the “Keep WYCO Well” initiative to spotlight businesses and individuals that are working to limit the spread of COVID-19. The Kansas City Kansas Convention & Visitors Bureau, Kansas City Kansas Chamber of Commerce and Wyandotte Economic Development Council have developed the initiative as a way for businesses to demonstrate their commitment to fighting COVID-19.

Businesses and individuals can go to [KeepWYCOWell.com](http://KeepWYCOWell.com) and pledge to follow guidelines that help combat the spread of COVID-19. The guidelines were developed based on recommendations from the Unified Government Public Health Department as outlined in the [Wyandotte County COVID-19 Business Toolkit](#) and from the [CDC](#) and [Kansas Department of Health & Environment](#).

“As a nation and as a community, this pandemic has created an unprecedented public health crisis with a direct economic impact,” said Greg Kindle, president of the Wyandotte Economic Development Council. “We encourage the business community and their employees to be safe and take an active role in health and safety.”

One challenge for businesses is convincing customers that it is safe to return. This is particularly true for hospitality and tourism-related businesses.

“Kansas City, KS prides itself on being a welcoming community, and now we need to be a safe one as well,” said Alan Carr, executive director of the Kansas City Kansas Convention & Visitors Bureau. “This program can help boost the public’s confidence that Kansas City, KS is a safe place to visit and that our destination is taking precautions to keep everyone healthy and safe.”

Businesses that take the pledge agree to implement barriers, increase sanitation, promote health screening measures for employees and follow industry-specific practices outlined in the [Wyandotte County COVID-19 Business Toolkit](#). Individuals who take the pledge agree to wear a mask, social distance, practice appropriate hygiene, monitor their health, and show kindness and patience when patronizing businesses.

“The KCK Chamber is proud to partner on this initiative to ensure our businesses remain open and our community stays safe,” said Daniel Silva, president & CEO of the KCK Chamber. “The pledge promotes collaboration and doing what is best for the common good.”

Businesses who take the pledge can access a toolkit with marketing tools including window clings and social media graphics, as well as links to resources detailing industry-specific best practices to keep both employees and customers safe.

For more information on the initiative or to take the pledge, visit [KeepWYCOWell.com](https://www.KeepWYCOWell.com).

### About the Partners



The [Kansas City Kansas Convention & Visitors Bureau](#) is a non-profit organization whose mission is to generate economic impact through tourism by promoting Kansas City, KS as a destination for visitors, conventions and sporting events.



The mission of the [Kansas City Kansas Area Chamber of Commerce](#) is to enhance and create opportunities in Wyandotte County which build a quality community to live, work and conduct business.



The [Wyandotte Economic Development Council](#) (WYEDC) is a non-profit, public and private economic development council with a mission to promote and strengthen Wyandotte County Kansas' economy through innovative approaches to programs, partnerships and leadership in industrial, residential, office and retail markets.

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