**FOR IMMEDIATE RELEASE**

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**Prepping and Protocols: Safety First at The Classic Center**

ATHENS, Ga – At The Classic Center, our number one priority is the safety of our guests. Though we miss our patrons, we have been cautious in reopening so that we have the time to ensure every possible measure is being taken to safeguard their wellbeing. Even though the stringency of our protocols has affected some of our business, we are determined to not take shortcuts, as we consider it our responsibility to protect those who venture into our building. We hope that the safety protocols we’ve put into place will allow our valued patrons to return with full confidence when the time is right.

We are excitedly committed to the Ready, Set, Go Safely initiative, a community campaign that encourages the creation of safety protocols and sanitization measures to reassure consumers. As a part of this effort, we commit to establishing and following protocol, monitoring distancing and capacity guidelines, following CDC standards for disinfecting, training employees on safety protocol, wearing face coverings, and welcoming patrons who are following guidelines.

When patrons return, they can expect to see strategically placed hand sanitizing stations and guideline signage throughout the building, as well as event attendants on hand to help ensure social distancing guidelines are followed and sanitation procedures performed regularly. A few other changes to be expected will be the staggering of event entry/exit times, limited food and beverage operations, and the requirement that masks be worn by guests and employees. Disinfectant machines will also be used regularly to sanitize the building. Through these initiatives, we aim to comply with CDC and Ready, Set, Go Safely regulations and reassure our guests.

Paul Cramer, President and CEO of The Classic Center, says, “We are taking these steps because when our patrons return to our building, we want them to feel welcomed, excited, and, most importantly, safe.”

We are proud to announce that we are actively pursuing the GBAC STARTM certification, the cleaning industry’s only outbreak prevention, response, and recovery accreditation for facilities. The program offers training and assesses a facility’s readiness to handle biorisk situations so that consumers can enter accredited facilities with a sense of assurance.

For those who still don’t feel comfortable traveling or entering the public sphere, The Classic Center has partnered with OnSite Audio Visual to offer a hybrid meeting option for planners and guests to make meetings and conferences accessible while accommodating for distancing and travel restrictions. These packages bundle audio visual, marketing services, sponsor value, and consumer experience all in one for a seamless and successful event. Contact Sales@ClassicCenter.com to learn more.

We can’t wait to see you soon – safely!

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*Located in Athens, Georgia, The Classic Center is a multi-use conference center, performing arts theatre, multi-purpose arena and outdoor, covered pavilion hosting conventions, conferences, meetings, weddings, concerts, sporting tournaments and special events for up to 6,000 people.*