



**FOR IMMEDIATE RELEASE**

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## **Coalition Introduces New Initiative to Support the Reopening of the Richmond Region**

**RICHMOND, VA** – Richmond region business, community, and governmental leaders have come together to form ForwardRVA, a coalition focused on creating an innovative reopening and planning framework.

The immediate focus is to support businesses in reopening and operating safely. In the days and weeks ahead, ForwardRVA will share tools and resources, which will include the perspectives of RVA's restaurateurs, retailers, and small business owners.

To assist businesses in a responsible reopening, ForwardRVA will provide free Personal Protection Equipment (PPE) starter toolkits for RVA's small, local, retail, and restaurant businesses with 25 or fewer employees that have remained open or are planning a future reopening. The toolkits include face masks, gloves, hand sanitizer, "We're Open" signage, and important safety information.

The toolkits will be available for pickup at several locations throughout the region on Wednesday, May 27<sup>th</sup> and Thursday, May 28<sup>th</sup>, 8:00 a.m. – 1:30 p.m. Small business owners must register in advance for the toolkits and select their pickup location at [forwardrva.com](http://forwardrva.com).

Locations include:

- Deep Run High School, 4801 Twin Hickory Road, Glen Allen
- Virginia Center Commons (Food Court), 10101 Brook Road, Glen Allen
- Richmond Raceway, 600 E. Laburnum Avenue, Richmond
- Arthur Ashe Center, 3001 N. Arthur Ashe Boulevard, Richmond
- Southside Community Center, 6255 Old Warwick Road, Richmond
- John Tyler Community College – Midlothian (Administration Building), 800 Charter Colony Parkway, Midlothian
- John Tyler Community College – Chester, 13101 Jefferson Davis Highway, Chester
- Southpark Mall (former Sears), 230 Southpark Circle, Colonial Heights

Because the toolkits contain starter quantities of PPE, recipients are encouraged to build up a proper supply for their employees and patrons according to the State's Forward Virginia guidelines, which can be found at [forwardrva.com](http://forwardrva.com).

ForwardRVA's approach to reopening aligns with the Forward Virginia three-phased approach announced by Gov. Ralph Northam in late April. Both approaches follow the Centers for Disease Control and Prevention (CDC) guidelines.

For more information on the PPE Starter Toolkits, ForwardRVA and Forward Virginia, go to [www.forwardrva.com](http://www.forwardrva.com).

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# FORWARD RVA

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**About ChamberRVA:** ChamberRVA is the chamber of commerce representing the entire greater Richmond region – one city, seven counties and one town – since 1867. The chamber's mission is to build a thriving regional community by supporting the success of members, providing a strong business voice and developing RVA's future leaders. Learn more about ChamberRVA at [chamberRVA.com](http://chamberRVA.com).