



FOR IMMEDIATE RELEASE
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In preparation for holiday shopping, RAN urges consumers to “shop smart” to reduce crowds and slow the spread of COVID

In response to the recent increase in COVID cases in Nevada, the Retail Association of Nevada is urging Nevadans to “shop smart” and limit the number of in-person shopping visits during these critical weeks leading up to the Thanksgiving holiday and Black Friday weekend.

“This holiday season, Nevada retailers are asking customers to “shop smart” to slow the spread of COVID as we approach the Thanksgiving weekend so we can all enjoy the holiday season,” said Bryan Wachter, Senior Vice President of Government and Public Affairs of the Retail Association of Nevada. "If we don't act now to slow the spread of COVID, a potential shutdown order would be catastrophic to our local “mom and pop” businesses throughout the state of Nevada."

Safety Tips to “Shop Smart” for Holiday Celebrations & Shopping:

- **Go Digital for Window Shopping** – Instead of browsing the aisles, try browsing store apps instead. By keeping unnecessary traffic out of stores, we can continue to slow the spread of COVID.
- **Avoid Peak Shopping Times** – If you have the flexibility, spread out your shopping to avoid the peak weekend or evening times when stores are more crowded.
- **Plan Ahead** – Make a plan and start your shopping early! By purchasing non-perishable food items or holiday gifts over time, you can avoid the last-minute crowds.
- **Reduce Time In Stores** – Streamline your shopping outings by utilizing car-side pickup, making lists in advance and limiting the number of family members who enter stores to keep everyone safe.
- **Embrace Early Sales** – Many retailers have already started Black Friday sales to give you more time to make your holiday purchases with safe social distancing.
- **Wash your hands before/during shopping** to keep you healthy but also to keep our retail employees healthy
- **Order takeout** - support our local restaurants as well as help support the local employees of chains that are offering delivery and take-out
- **Keep the Holiday Spirit** – This holiday season will be challenging for all, and our retail workers are working long hours to keep you safe. Remember we are all in this together.

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