March 26, 2020

The Honorable GOVERNMENT OFFICIAL’S NAME

STREET ADDRESS

CITY, STATE, ZIP CODE

Dear GOVERNMENT OFFICIAL’S TITLE and NAME:

As a INSERT YOUR STATE NAME independent bedding retailer and family business, we’re focused on the health, safety and sustainability of our employees, families, customers, and community as the continued outbreak of COVID-19 develops. I sincerely appreciate the leadership, quick responses, and continually developing efforts your administration has shown as together, we work to minimize the impact of the COVID-19 outbreak on both public health and the broad economic implications in our state.

Our business, like many, are following the CDC’s Interim Guidance for Businesses and Employers and strive to do our part to help accomplish the goal of slowing the spread of COVID-19 in our community.

Today, perhaps more than at any time in the past, local families are counting on us during this time of crisis, and the we are committed to being there for our customers, our neighbors, and our community. The current and unprecedented pandemic demands that we all work together for the greater good, and our team stands ready to do our part. We believe that as a small, independent business, we are best equipped, best informed, and best able to determine our ability to remain open and serving our community with vital goods and services in this challenging time.

You, along with many leaders in our state, are undoubtedly very deliberately considering which businesses are “essential” and “non-essential” retail for purposes of social distancing, and while doing so, it is critically important not to overlook the important role that independent bedding retailers and servicers play in the safety of residents and their households during this time of crisis.

It’s crucial that we remain open and serving our community. It is our position that in addition to the great quality-of-life enhancements that are provided by proper and sanitary bedding products, our ability to offer adjustable, hospital-style foundations to consumers is critical to the most vulnerable citizens in our communities.

Today’s industry data shows that a high percentage of purchases of the adjustable foundations are made under duress for the replacement of products that have failed, or as the need for these products arise, often without expectation. Such failures and new needs occur daily, and as such, access to quality mobility enabling service from these products is vital. Additionally, the sudden surge in those who are sick and, in many cases, bedridden will cause a correlating spike in failures and the needed service or replacements that result.

The products we offer to our community serve critical roles necessary to maintain safe home environments for those sheltering in place. Simply put, the key benefit of this vital service is:

* As those who are ill and/or immobile find themselves bed ridden and must be cared for in the home, access to motorized and adjustable “hospital type” bed frames are essential to make feeding, bathing and other bodily functions easier for family and caregivers to provide.

We urge you to clarify this in your statements to the public, and to clearly designate independent bedding retailers and servicers as essential in our state.

Finally, it is important to note that our store(S) is/are equipped to allow for contact-less, curbside pick-up or curbside deliveries, maintaining social distancing and minimizing risk of further COVID-19 spread. Further, we have in place e-commerce solutions that allow consumers to select, purchase and request delivery or pickup of bedding products through our secure, transactional website. These capabilities reduce the need to strain in-place social distancing measures in physical store locations, which are in place to serve those with no access or familiarity with shopping for such goods online.

Thank you for your attention to this concern and your ongoing leadership. We stand ready to assist in any way as you consider how to best safeguard our communities.

Sincerely,

XXX XXXX

Title, COMPANY NAME

cc: Tom Hickman, Nationwide Marketing Group, Matthew R. Shay, National Retail Federation, Brian Dodge, Retail Industry Leaders Association