

**FOR IMMEDIATE RELEASE:**

April 26, 2020

**#ShopSmart Campaign Urges Shoppers to Help Keep America’s Grocery Workers Safe & Grocery Stores Open**

*America’s Largest Food & Retail Union Runs Full-Page New York Times Ad Highlighting New Initiative Calling on Shoppers to Help Stop Spread of the Coronavirus by Shopping Smart*

**WASHINGTON, D.C.** – Today, [United Food and Commercial Workers International Union (UFCW)](https://outlook.office.com/mail/deeplink/compose/www.ufcw.org/about), America's largest food and retail union, highlighted its national safety initiative entitled, #ShopSmart, to help keep grocery stores open for all and to take three easy steps to keep grocery workers safe from the coronavirus.

As part of the #Shop Smart national safety initiative, the UFCW has launched a national media campaign that includes television ads running in eight cities and 21 media markets, a social media advertising effort, and [a full-page advertisement in the New York Times](http://www.ufcw.org/wp-content/blogs.dir/61/files/2020/04/UFCW_ad_v12.pdf) that will emphasize the three steps America’s shoppers must take to help protect the more than one million grocery workers who are working tirelessly to protect our nation’s food supply.

**UFCW International President Marc Perrone** released the following statement:

“To keep our grocery workers safe and grocery stores open for all, it is essential that Americans #ShopSmart and take easy steps to help prevent the spread of the coronavirus. All we are asking is that shoppers take these easy safety steps – beginning with always wearing a mask – to help protect these essential grocery workers and make sure that grocery stores continue to be open and a safe place to shop for all of our families. Working together, we can do this, but only if all Americans realize the power that each of us has to fight this virus."

Today's full-page advertisement in the New York Times follows the ongoing [six-figure national #Shop Smart media campaign](http://www.ufcw.org/2020/04/22/americas-largest-food-retail-union-launches-national-coronavirus-safety-advertising-campaign-targeting-all-grocery-shoppers/) highlighted by [a new PSA-style commercial](https://www.youtube.com/watch?v=1FJlOG0YCLQ&feature=emb_logo) that is airing nationally in 21 media markets across 8 states, including the major media markets of Atlanta, Boston, Chicago, Cincinnati, New York City, San Francisco, Seattle, and Washington D.C.

**Background:**

The #Shop Smart New York Times ad can be viewed [here](http://www.ufcw.org/wp-content/blogs.dir/61/files/2020/04/UFCW_ad_v12.pdf), and the text is included below.

**SAVE LIVES**, SHOP SMART

During this time of national crisis, over one million union and

non-union grocery workers are working hard every single day to

provide the food and groceries that America’s families depend

on.

These are essential jobs performed by amazing men and women.

These are good jobs that fulfill a critical public service.

These vital grocery stores must stay open and they must be safe.

To help keep all grocery workers and customers safe, we’re asking

every American who loves their local grocery store to take the

following **#ShopSmart** Pledge.

* **Always wear a mask or face covering when shopping.** If you
don’t have a mask, learn how to make one at [cdc.gov/coronavirus](http://cdc.gov/coronavirus).
* **Respect social distancing at all times.** Stay 6 feet apart from
workers and other customers.
* **Discard used masks and gloves safely.** Please don’t leave used
masks or gloves in a shopping cart or anywhere else – throw them
away in the trash.

By working together, we can make sure that our grocery stores

remain a safe place to work and shop.

So, please, America... **#ShopSmart**

Let’s Work

**Together**

To Save Lives.

Text **ShopSmart** to **23396**

Visit [ufcw.org/shopsmart](https://outlook.office.com/mail/deeplink/compose/ufcw.org/shopsmart)

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*The UFCW is the largest private sector union in the United States, representing 1.3 million professionals and their families in healthcare, grocery stores, meatpacking, food processing, retail shops and other industries. Our members serve our communities in all 50 states, Canada and Puerto Rico. Learn more about the UFCW at* [*www.ufcw.org*](http://www.ufcw.org/)*.*