

FOR IMMEDIATE RELEASE

From: (Name of person issuing the release)  
(Name of RESTAURANT/GROCERY issuing the release)  
(Contact Information)

## (RESTAURANT/GROCERY Name) Adopts Proactive Plan to Prevent Contamination with Comprehensive Hand Hygiene Program

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(RESTAURANT/GROCERY NAME) announces the implementation of the new Compass™ hand hygiene program designed to keep our customers and community healthy by increasing knowledge surrounding proper hand hygiene practices.

The Compass hand hygiene program is a continuous training and messaging program that reinforces proper techniques for reducing germs on hands. Compass is a sign of (RESTAURANT/GROCERY NAME)'s commitment to a safe and healthy environment for customers and employees. According to the Centers for Disease Control and Prevention, proper hand hygiene education is the most important step in preventing the spread of illness and disease. The Compass program aligns with CDC recommendations by promoting the step-by-step instructions for proper handwashing. (RESTAURANT/GROCERY NAME) will place Compass soap and instant hand sanitizer dispensers in food preparation areas and bathrooms. These dispensers will use highly effective Betco® skin care products, which include green and triclosan-free solutions.

“Eliminating the spread of harmful bacteria is very important,” said NAME, TITLE at (RESTAURANT/GROCERY NAME). “Foodborne illnesses are a nasty thing that can catch a lot of businesses by surprise. We want to do everything we can to protect our customers.”

The Compass Hand Hygiene Program aims to make proper hand hygiene an integral training element for all employees. Thorough messaging that increases knowledge surrounding the importance of hand hygiene will be available as posters and table tents and will accompany the dispenser program.

**“Compass will inhibit the spread of bacteria like E Coli and Salmonella that can cause foodborne illnesses. We aim to go above and beyond standard health compliance,” said (RESTAURANT/GROCERY NAME) Owner NAME. “We know the Compass program will help us achieve that goal.”**