

SAMPLE TEXT FOR CLUB RE-OPENING LETTER/EMAIL

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Representing the Exercise & Fitness Industry

Hi <name>

How about the amazing news: We can finally reopen?!
Let's all breathe a collective sigh of relief at the fact that things are on the improve.

First of all, congratulations – you got this far! That's definitely worth acknowledging in itself.

As of Thursday 14th May the government is permitting our doors to reopen (hooray!), which means, we will also reinstate your billing cycle. Therefore, if you were on a direct debit or lump sum agreement prior to closures, then this will restart as of <insert date>.

Of course, we are continuing to monitor the situation and remain vigilant with regards to safety. As a result, there will be stringent protocols in place for when you return, including physical distancing and additional cleaning processes. For example, we will be conducting deep cleans every night, and multiple spot cleans on common touchpoints throughout the day. We will also be requiring all members to wash/sanitise their hands on arrival, and we'll also be introducing new processes to keep you safe, such as avoiding queuing in large numbers while waiting for classes.

We will continue to act on guidance from the Minister of Health, Worksafe, and our industry body Exercise New Zealand, which has a comprehensive safety framework that we are using to ensure our facility remains exceptionally safe.

Much like the situation itself, we expect our processes and procedures will also continue to evolve, so we thank you in advance, for your understanding and patience as these new systems and modifications are implemented.

While we all adjust to what will become a new normal, we want to thank you for weathering a storm that none of us expected. Thankfully, we can offer you a tried and tested method of being able to restore any lost "sanity", through much-needed opportunities for socialisation and to resurrect those feelings of physical strength, fitness, mental health, wellness and emotional resilience – all of which are the true benefits of regular exercise.

Whilst it's not over yet, we are delighted to be able to reopen our doors to you and welcome you back to where you belong.

Please don't hesitate to contact us with any questions. We can't wait to see you in the club.