



## **ANAHEIM CHAMBER OF COMMERCE AND THE REOPENOCNOW COALITION LAUNCH INTERNET AD CALLING ON GOVERNOR NEWSOM TO ISSUE THEME PARK GUIDELINES**

### ***Ad Highlights Job Losses in Anaheim/Orange County During COVID-19, Says Disneyland Resort Can Be Trusted to Re-Open Responsibly***

Anaheim – The Anaheim Chamber of Commerce and the ReOpenOCNow coalition today launched an internet ad calling on Governor Newsom to issue theme park guidelines so that the Disneyland Resort and other theme parks can finalize plans to responsibly reopen.

The ad – titled simply, “Jobs” – highlights the significant job loss, well over 250,000, in Anaheim and Orange County due to the economic shutdowns caused by the COVID-19 pandemic. The ad states that these jobs are held by our friends and neighbors, and that it is time to let them go back to work.

“Over six months ago now, the primary economic and jobs engine of Southern California, the Disneyland Resort, closed in response to widespread business shutdowns to help stop the spread of coronavirus,” noted Todd Ament, President and CEO of the Anaheim Chamber. “Those actions were completely necessary at the time, but now, going on 200 days later, it is time to focus on economic recovery and putting people back to work.”

As noted last week in a ReOpenOCNow press conference with the Mayors of Anaheim, Buena Park and Garden Grove, along with labor, small business, and community leaders, the State of California has issued health care guidelines to allow for the reopening of virtually every aspect of life and business, except theme parks. This lack of guidance means these economic engines, responsible for close to 100,000 jobs in Southern California, can’t finalize plans for reopening.

“As noted in our ad, these are our family...our neighbors...our close friends,” said Ament. “Disneyland has responsibly reopened in Florida, Paris, Shanghai and Tokyo. Across the U.S., over 20 major theme parks, including others run Cedar Fair, the parent company of Knott’s Berry Farm, have reopened, with no evidence of this leading to COVID-19 outbreaks.”

The ad will run on internet sites across Southern California, and drive traffic to the [www.ReOpenOCNow.com](http://www.ReOpenOCNow.com) website, where Californians can send an email asking the Governor to issue theme park guidelines and help people responsibly get back to work.

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## **Ad Transcript**

“Two Hundred Sixty-Four Thousand Jobs Lost in the Anaheim During COVID.

“They’re our neighbors, our families, our close friends.

“It’s time to responsibly reopen and get us back to work.

“And no one can do it better than Disneyland Resort.

“Anaheim is proud of the work we do and ready to roll up our sleeves and get back to it.

“Tell Governor Newsom to help Anaheim get back to work.

“Let’s reopen theme parks and reawaken our region.”

Ad available at [www.reopenocnow.com](http://www.reopenocnow.com)