

# PRESS RELEASE



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## Helping Small Business Reopen Safely in Michigan's Keweenaw Peninsula

Hancock, Michigan – A collaborative effort to help the local small businesses in Michigan's Keweenaw Peninsula safely reopen after being closed because of the COVID-19 pandemic has made a big difference. Superior National Bank played a lead role in supporting the Keweenaw Chamber of Commerce, Keweenaw Convention and Visitors Bureau (CVB) and Keweenaw Economic Development Alliance (KEDA) to make available business reopening kits. The kits are designed to provide the basic level of supplies needed by local small businesses to meet State requirements in order to safely reopen.

"Superior National Bank recognized the importance of this community effort by the Chamber, CVB and KEDA and the need to move quickly," said Dave Vlahos, President and CEO of Superior National Bank. "Our small businesses have been hit hard by the closure of the economy and this is an opportunity to provide direct support quickly in an effort to get our local businesses opened safely."

To help the kits come together as fast as possible to support business re-openings, Superior National Bank funded all the contents of the 150 kits the community groups needed to distribute locally. The kits consist of disposable face masks, food service grade gloves, disinfectant spray, hand sanitizer gel, laminated safety signage, floor tape for social distance markings, easy to follow printed materials including checklists, employee screening, and other guidance for a safe reopening, and a Keweenaw Safe, Keweenaw Strong decal.

The Chamber, CVB and KEDA effort supported by Superior National Bank comes in response to the recent announcement that offices, bars, restaurants, and retail in the Upper Peninsula could reopen. "Many of our small businesses are absolutely drained of cash at this point," says Jen Julien, CVB board member and owner of the Vault Hotel in Houghton. "The provision of some basic supplies to help them get open and comply with the state requirements is a big deal to them. For our community, the protection provided by the kits means thousands of transactions can now be conducted safely in these businesses."

"Small businesses are key in building a strong and vibrant economy, adds Dave Vlahos. "This project is one of the ways we are supporting local businesses as they work to regain momentum and bring our communities the products and services they need. We are especially proud of the collaboration and local pride this entire effort shows."

*About Superior National Bank:*

*Founded in 1890, Superior National Bank and Trust is headquartered in Hancock and has 15 locations in the Upper Peninsula and Southeast Michigan. The bank employs 250 people.*