

REOPENING UPDATE FROM THE KIDS ECHO – June 1, 2020

To Our Valued Customers, Consignors, and Friends,

I hope you and your families are healthy during this extremely difficult and unprecedented time. The past few months have certainly been challenging and demanding, but hopefully the days are getting easier as we work to navigate to a new sense of normalcy. I would like to extend a huge thank you to all essential workers – from healthcare and front-line workers to pharmacy and grocery clerks and all those in between – who helped to keep us healthy, safe, and fed during the Stay-at-Home Order. My thoughts and prayers remain with those individuals and families directly affected by COVID-19.

While we have seen regulations begin to loosen in many areas, we must be cognizant that the virus hit our state especially hard. The Massachusetts plan to reopen is a four-phase approach intended to get people back to work and ease physical restrictions, while minimizing the health impacts of COVID-19. This plan puts a great responsibility on businesses to implement enhanced procedures and protocols, which ensure a safe environment for employees, clients, and customers.

Retail businesses, including the Kids Echo, are permitted to reopen with restrictions and capacity limits during phase 2 of the plan. Today, Governor Baker announced the start date for phase 2. Please know that the Kids Echo is ready to meet all requirements and welcome you, our valued customers, back into the shop on Monday, June 8th with the following protocols in place to ensure both your safety and the safety of our staff:

- All shopping will be done by appointment only. By allowing only one shopper in the store at a time, we can ensure that proper physical distancing requirements are met. We are currently finalizing a tool for you to schedule your shopping appointments online.
- All high touch surface areas will be cleaned between appointments. After the departure of one customer and before the arrival of the next, the door handles, counter area, check out area, and credit card machine will all be cleaned.
- Face coverings and masks will be required for all employees and customers (except babies and children under two).

Like most businesses, the Kids Echo has been working hard to find creative solutions (virtual shopping, online shopping, video shopping) in order to remain available to our customers. I would like to extend my sincerest gratitude and thanks to the many friends and customers who supported the Kids Echo through online sales, video sales, and more during the closure! Many, many thanks to all of you for your financial and moral support these past few months.

Unlike other retail businesses however, the Kids Echo faces the additional challenge of consignment selling. With the mandatory closure taking place prior to the Spring Debut, the Kids Echo was unable to accept any new inventory and forced to cancel all consignment appointments from mid-March through May. Due to many factors that remain uncertain at this time, the Kids Echo will not



be starting fall/winter consignment appointments on June 1. While there is still time to make a decision regarding the end of season sale and Fall Debut, it is highly possible that the Dollar Sale and Fall Debut may not occur as planned. We will continue to watch the developments of the reopening plan and make a better assessment for future plans as more information becomes available.

While we are doing our very best to meet the needs of our consignors, please understand that this has been a very unusual season. We may be making additional consignment requests for spring/summer via Facebook to fill our inventory gaps. We also highly encourage all spring/summer consignors to check with us in late-July regarding unsold inventory and return prior to the end of the season to pick up any unsold items.

In the meantime, please watch for additional announcements on our Facebook Page and Website regarding shopping appointments, consignment appointments, and more. Please also feel free to reach out with any questions or virtual shopping requests. The best way to communicate with us is through our Facebook page at www.facebook.com/kidsecho1 or email at kidsecho@verizon.net. We can also be reached by phone at 508.947.4114. Thank you again for your continued support.

Stay safe and stay healthy!

Lisa