



Dear Friends,

International case studies in countries like South Korea show how getting out in front of the virus can radically slow down the spread. On the other hand, Italy, a country that failed to take quick action now finds its hospital system overwhelmed.

While federal coordination is difficult, we are most fortunate to be living in the United States of America, a 50-state union where the citizens of each US state get to decide which path we will follow.

Meanwhile, in the US, we've sent college kids home but New York bars are packed; we are working from home, but malls and resorts are full; while our health care leaders are encouraging the avoidance of group events, too many are still showing up: 14,000 fans attended a concert at the Pepsi Center in Denver last Thursday.

**Now is the critical moment when we can take bold action ourselves.** In our democracy, we don't need to wait for the government to mandate it — we can do it ourselves. As business and community leaders, we're in a unique position to do so. **As we do this, we recognize that these choices are hard — especially the burden on small business owners— and we will be focused on addressing those needs.**

**Kaye Lifestyle Homes has joined forces with hundreds of progressive companies across the country, and is doing the following, and asking other leaders to join us:**

- Prepare our organization's policies to "work from home" for all employees where possible, including leaders
- Do everything we can to support our frontline workforce, our first responders and our healthcare workers, as they show up for work and fight this on the frontlines
- Ask our employees to stop hosting or attending voluntary/social public events of any size
- Free up time on our calendars to support our state and local communities as we move through this crisis

**We're encouraging all our employees, our friends, and our families to:**

- Stop hosting or attending voluntary/social public events of any size
- Stop or minimize patronizing bars, restaurants, and gyms. That said, please do what you can otherwise to support small businesses and their employees during this tough time — buy gift cards from local restaurants to use later this year, support small online retailers, etc.
- Provide support for frontline workers, first responders, and healthcare workers, as they fight this on the frontlines
- Treat one another kindly in the stressful time

**We need help from each of you.** Current data suggests that COVID-19 is spread to at least 2 additional people by each impacted individual — **we need our bold collective action to spread faster than this virus.** We hope this crisis will be contained in 1–2 months, and we know our actions today will help blunt that timeline.

**We can't wait a week; we need to act now:**

With dramatic action to stop the spread today, we can avert up to 5X the cases 30 days from now.

This is not about a run on panic. It's about how we can lead our way through this critical window; communicate, take action, and be patient.

Thank you all,  
Stuart Kaye  
President, Kaye Lifestyle Homes