



MEDIA RELEASE



FOR IMMEDIATE RELEASE

March 30, 2020

King ensuring citizens and businesses stay informed about COVID-19 relief measures from every level of government

As the COVID-19 pandemic unfolds, new relief measures for individuals and businesses are being announced daily.

Details regarding the Canadian Emergency Wage Subsidy were recently announced by the Federal Government. Businesses, non-profits and charities eligible for the wage subsidy include those who have experienced at least a 30% decrease in revenue as a result of the COVID-19 pandemic. It is important to note that the number of employees they have does not factor into their eligibility. The Federal Government will cover 75% of the first \$58,700 of an employee's wage, up to \$847 per week, which will be back-dated to March 15th, 2020.

The King Chamber of Commerce has been vocal about the need for an Emergency Agreement for all levels of government to streamline financial assistance and support programs to all small, medium and large businesses. To follow the Chamber's position on COVID-19 and its support and resources, visit: [King Chamber of Commerce Covid-19 Response](#).

"At a time like this, we have to all work together and support one another. I am pleased to see how our Federal and Provincial Governments are supporting Canadians. These programs need to be nimble and responsive and we are confident the financial relief and assistance will flow very quickly," said Mayor Steve Pellegrini. "With the Canadian Emergency Wage Subsidy in place, I hope to see our businesses that have the means to do so top up the remaining 25% of their employee's wages and hire back those workers who were laid off".

The Provincial Government has announced updated guidance to help employers better understand their responsibilities and what is needed to prevent the spread of COVID-19 on the job site. The update addresses sector topics including on-site sanitation, best practices in communicating roles, responsibilities, and health & safety policies, and techniques to enable greater distances between workers.

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Lying in the heart of the Greater Toronto Area, King Township is located within York Region, one of the fastest growing and diverse economies in Canada. More than 60 per cent of the Holland Marsh, also known as Ontario's salad bowl, lies within King Township. Though predominantly rural, most of King Township's 26,000 residents live in the communities of King City, Nobleton and Schomberg. Residents and visitors are drawn to King because of its rural lifestyle, village atmosphere and quality of life.

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“I am sending out regular updates through social media on the pandemic, and residents can also find a central hub of information on king.ca. This information is updated daily – sometimes hourly – as more and more programs are announced,” said Mayor Steve Pellegrini.

King Township has created a hub for local businesses to access crisis resources. This hub includes government relief programs, links to the six big bank financial relief measures, and even a list of free webinars to help businesses adapt to doing business during these challenging times.

“Right now, one of the greatest things King residents can do is support their local businesses by shopping local while physical distancing,” said Mayor Pellegrini. “Many of our local shops have rapidly changed their business model to serve our community. Every resident should visit the ShopKING banner link on King.ca to see what exceptional products are available, right here in King.”

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