



## **Hospitality Industry Leaders Come Together to Discuss Safe Stay Guidelines for Travelers and Hotel Chains**

**LAS VEGAS (July 24, 2020)** – PureStar, North America’s leading provider of laundry and linen management services to the hospitality industry, joins the American Hotel and Lodging Association (AHLA) to host a webinar July 28, 2020, at 10 a.m. (PST) / 1 p.m. (EST). The webinar entitled “Hospitality Laundry: Remaining Guest Ready in the COVID-19 World” is part of AHLA’s program to increase awareness of its [Safe Stay Guidelines](#) for hotel operators.

“PureStar is proud to be an Allied member of the AHLA and to partner with this important organization in support of the Safe Stay initiative for hotel guests and associates,” stated Ann Berry, board director of PureStar.

PureStar’s Chief Operating Officer Sebastian Mitchell added, “We are pleased to be a part of defining these essential guidelines during these unprecedented times. Sharing best practices and establishing new standards that help create safer hotel environments are critical steps in the hospitality industry’s recovery process.”

A densely populated hotel laundry room can be a difficult area in which to enforce the Centers for Disease Control and Prevention’s (CDC) guidelines for physical distancing and sanitization protocols. In this webinar, PureStar will share insights from 100 years of combined experience across 30 facilities in North America and from PureStar’s own Clean Commitment program to help hoteliers process their laundry safely. Featured webinar topics will include:

- How to social distance and still process soiled linen effectively in a small on-site facility
- Training employees on safe handling of soiled sheets and towels
- Ensuring on-site equipment can operate at temperatures necessary to sterilize linen
- Identifying correct chemical wash formulas necessary to eliminate viruses

Register for the free upcoming webinar on [Zoom](#). The virtual event is open to all AHLA members. Non-members are also welcome and encouraged to join. Visit [AHLA.com](#) for more information.

### **PureStar’s Clean Commitment**

[PureStar’s Clean Commitment](#) program supports hotel partners around the country to ensure a safe and healthy experience for all guests. PureStar’s family of regional laundry brands have helped hotel partners achieve the highest standard of linen cleanliness for their guests for decades and continued to operate the essential business of laundry throughout the COVID-19 pandemic.

**About PureStar**

PureStar is North America's premiere provider of laundry services and linen management to the hospitality industry. With locations across the United States, Mexico and the Bahamas, PureStar's expansive operations consistently enhance guest comfort for the thousands of client partners they serve. For more information visit [PureStar.com](http://PureStar.com).

###

**MEDIA CONTACTS:**

Tracy Skenandore

[tskenandore@kirvindoak.com](mailto:tskenandore@kirvindoak.com)

702-217-0414

Makenzie Coombs

[mcoombs@kirvindoak.com](mailto:mcoombs@kirvindoak.com)

702-737-3100