

March 1st, 2021

Dear Neighbor,

It is hard to believe it has been almost a year since the words COVID-19 became familiar and much of what was normal was taken away from us. That being said, many of the important things that we rely on have carried us through this crisis: being able to spend more time with family, to appreciate the sense of community, and to create memories, even if in a more improvised or limited way. Our world has become smaller but even in a smaller world we are able to connect through our homes, our neighborhoods and our communities.

As we get closer to being safe again and get back to a new normal, we are grateful for the support you have given our small businesses, retailers, and merchants. We are proud that these members of our community have worked hard to adapt to continue to serve you safely, and in different ways – in store, curbside, delivery and on-line. And, in doing so, our collective connection has grown stronger.

Their ask is ours: please do what you can to help ensure that these members of your neighborhood make it through the pandemic. Our mission has been “No merchant left behind” and we need your help:

- When you can, please visit with your local businesses and let them know they haven't been forgotten.
- Shop when you can with a small, local business – they employ people in the neighborhood, they are the places where memories can grow over the years.
- If, for whatever reason, you are not satisfied with the services or goods you receive let the merchant know how they can do better, or let us know and we will do what we can to improve your experience.
- Spread the word – make sure to support the movement to Save our Neighborhoods by sharing your experiences with your social posts, tell your friends, encourage your colleagues – let people know how important it is that our small businesses survive.

To learn more about what is going on at **Stratford Crossing** please visit the center website at <https://www.stratfordcrossing.com/>. Also be on the look-out for center newsletters sharing more stories about the local merchant heroes who have been supporting the neighborhood.

Thanks for all your support. We will continue to do what it takes to make your visits to our centers safe and rewarding. We will be there for you and the community now and in the future. If I can help in any way to improve the experience, please let me know.

Sincerely,



Sanford D. Sigal
President and Chief Executive Officer



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