Cube Management launches ‘Don’t Pass It On’ Hand Sanitiser Station initiative for venues and events

Saturday 7 March, 2020

Cube’s new ‘Don’t Pass It On’ hand sanitiser stations to be deployed at the 2020 Cheltenham Gold Cup, Six Nations Rugby and Premier League events.

The event innovations team at Cube Management has been working with its partners to provide event owners and venues with an effective means of complying with the World Health Organisation’s (WHO) guidance for event management in the context of COVID-19 (Coronavirus).

The ‘Don’t Pass It On’ hand sanitiser stations, currently in production, will provide a portable solution that can be used to help encourage visitors to prevent the further spread of the virus. The fully brandable stations will enable a highly visible opportunity for brand alignment with critical public health communication.

Cube Management’s CEO Andy Moss said, “The event industry brings people together to share exhilarating sporting and cultural experiences. This creates a hugely positive social impact, as well as generating significant revenue for rights owners, partners and governing bodies. However, in the wake of the UK Government’s Coronavirus Action Plan, event planners and managers must also commit to supporting efforts to delay the spread of the virus. We encourage all event professionals to take appropriate action to support healthy communities.”

The ‘Don’t Pass It On’ hand sanitiser station will be available on a purchase or managed-rental contract basis. The product will include six hand sanitiser dispensers for high traffic areas which come fully stocked and ready for use. Each fully brandable unit will be of a robust construction and will be manufactured with lockable castors for increased mobility.

Carl Thompson, Cube Management’s MD and compliance manager, sets out that “WHO’s recently published interim guidance places a specific responsibility on event owners and venues to risk assess their events in response to the threat posed by COVID-19.

A key part of that risk assessment should include ensuring the means to mitigate the further spread of the virus. Cube’s ‘Don’t Pass It On’ hand sanitiser station offers event managers an effective solution, whilst also offering a powerful public health communication opportunity.”

For further information please contact 01386 577007 or email us at theteam@cubemanagement.co.uk

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