



## FOR IMMEDIATE RELEASE

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### **Continuity Dynamics offers World Trade Center Members Pandemic Planning and Response Comprehensive Business Continuity Planner**

**March 22, 2020** – World Trade Center Delaware (WTC Delaware) member Continuity Dynamics, Inc. (CDI) is offering Business Continuity Planning for small to medium sized businesses (SME) and larger enterprise firms. This planning will assist these firms in preparing for, and responding to, disasters of all kinds. It will focus immediately on pandemic planning and response, and crisis management as two key areas vital to respond to COVID-19.

Complementing a firm's disaster recovery backup plans, CDI's copyrighted **Business Continuity Planner** is a solution without peer in the business world as it provides comprehensive and standards-based customized planning for firms of less than 50 employees in a single location.

Continuity Dynamics specializes in business continuity planning with an emphasis on supply chain incident planning. As COVID-19 continues to be a growing threat across the world, the local impact in the USA is being closely monitored alongside our yearly influenza surveillance for the 2019-2020 season. The CDC estimates that this season there could be 23 million flu illnesses, up to 620,000 hospitalizations and between 20,000 – 50,000 deaths from seasonal flu. The COVID-19 event is exponentially boosting those estimates even as with lockdowns and curtailment of "life as we know it".

**Business Continuity Planner** will provide the following immediate benefits:

- Advance planning to protect the safety of employees, clients, stakeholders and their families.
- Customized, specific crisis management instructions that can be followed in and outside the firm.
- Immediate understanding of risks and exposures and recommendations for rectifying them.
- Understanding of Supply Chain impacts that may affect the business and solutions to address them.
- Reduction and management of impacts from working with disaster recovery backup and IT organizations.
- Integration of business continuity risk into the corporate culture.

**Continuity Dynamics, Inc.** CDI has offices throughout the US. This allows them to provide risk management solutions to businesses so they can be prepared to operate and survive when disaster strikes, at any location. CDI was selected by the International Medical Corps for pandemic planning in Southeast Asia. The firm provides immediate ease-of-use solutions and 800-Toll Free support service access. CDI also works with not for profit organizations.

To order CDI's **Business Continuity Planner**, please visit [www.ContinuityDynamics.com/shop](http://www.ContinuityDynamics.com/shop) using code: **WTCA** or call the "CDI Support Hotline" at US: 888.977.7475 or Internationally at 908.310.6381 for their risk management solutions.

## About World Trade Center Delaware

The World Trade Center Delaware is the state's premier international business resource. Located in New Castle Corporate Commons, we provide Delaware with global economic, cultural, and workforce development solutions through training, trade services, trade missions, strategic partnerships US Government and international agencies and organizations, educations, and trade leads. Delaware is the Eastern Gateway to the United States and World Trade Center Delaware is the key. We bring the world to Delaware and Delaware to the world. For more information, please visit: [www.wtcde.com](http://www.wtcde.com)

## About the World Trade Centers Association

The World Trade Centers Association (WTCA) is a network of more than 300 highly-connected, mutually-supporting businesses and organizations in nearly 100 countries. As the owner of the "World Trade Center" and "WTC" trademarks, the WTCA licenses exclusive rights to these brands for Members to use in conjunction with their independently-owned, iconic properties, facilities and trade services offerings. Through a robust portfolio of events, programming and resources that it offers its Members, the goal of the WTCA is to help local economies thrive by encouraging and facilitating trade and investment across the globe through Member engagement. To learn more visit [www.wtca.org](http://www.wtca.org).