

Apple is reopening a bunch of stores in the US and Canada... again

Enlarge / Customers and staff in an Apple Store mid-pandemic.

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Apple is reopening 70 more stores in the United States and Canada, after an ongoing back-and-forth that saw the company closing stores due to the COVID-19 pandemic, then starting to reopen them, then closing them again because of the widespread protests and rioting that occurred after the death of George Floyd.

It's been an unprecedented bit of chaos for Apple's retail efforts as customers, governments, and workers focused on more critical concerns than iPhones and MacBooks. The 70 stores opening over the course of this week include locations in California, Connecticut, Delaware, Indiana, Louisiana, Massachusetts, Michigan, Mississippi, New Hampshire, New Jersey, New York, Ontario, Pennsylvania, and Quebec.

Apple retail and HR head Deirdre O'Brien wrote this note to staff, as quoted in 9to5Mac:

This week we'll return to serving customers in many more US locations including by appointment in New York City, where we're proud to stand beside New Yorkers as they emerge from this incredibly difficult time. All stores continue to

practice additional steps for the health of employees and customers, including temperature checks, face coverings and social distancing. As hours and services vary by location, we encourage everyone to check their local store webpage for more information. Customers can also visit for support by phone or chat.

We are committed to reopening our stores in a very thoughtful manner with the health and safety of our customers and teams as our top priority, and we look forward to seeing our customers again soon.

Would-be customers can use Apple's "Find a Store" tool on its website to check if their stores are among those that will be open.

It appears that stores will observe the same restrictions that were put into place when US stores began reopening about a month ago. The stores will focus on one-on-one appointments, and customers will be subjected to temperature tests and required to wear face masks. Surfaces in the stores will be cleaned and disinfected repeatedly throughout the day, as well. Apple will limit total occupancy based on local guidelines.

Some stores are offering only curbside pickup. Generally, Apple Store reopenings in the United States have come more slowly and later than they have in many other regions.

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