



*CEO Clean-Up
Friday 15th November, 8am – 10am
Terilbah Reserve, North Entrance*

Dear **[CEO or head of company/organisation]**,

I wanted to bring to your attention an amazing opportunity for our business to show leadership on environmental issues on the Central Coast. As we already take initiative at **[organisation name]** to be environmentally conscious, I thought this would be a great opportunity to showcase and promote our business.

The opportunity

Take 3 For The Sea, a global non-profit organisation based on the Central Coast, have created an inaugural CEO Clean-Up initiative. This year is the first year, and the event will take place on Friday the 15th of November, between 8am-10am at Terilbah Reserve, The Entrance North. It runs for only two hours, which means little disruption to the work day. Plus, there will be media attention with a live broadcast from SEA fm and the opportunity to network with other business leaders and meet Take 3's founders. This will be beneficial for our business profile, reputation and reach, allowing our company to stand out.

How you can get involved

Getting involved is simple. I can nominate you as my CEO to take part, or you can also register yourself at www.ceocleanup.com. Once you're registered on the website, any member of our company can donate on behalf of the business. The website also has downloadable graphics that we can use to promote our business as a leader for a cleaner Central Coast on our website and social channels. As much as the business will benefit from this, there's a greater importance. The integral motivation is to encourage and educate individuals, communities and companies on the severity of pollution. As Take 3 states, over 8 million tonnes of new plastic enters the ocean each year, and by 2050, there will be more plastic in the ocean than fish. And, businesses are part of this problem. That's why the CEO Clean-Up is so important.

My hope is that we can inspire others to join a movement that makes progressive change into a cleaner, sustainable future.

Thank you for your consideration.

Yours Sincerely,
[employee name]

