



*CEO Clean-Up  
Friday 7<sup>th</sup> May, 9:30am – 12:30pm  
Manly Cove Beach, Sydney*

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 in Australia. 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, has created a Sydney CEO Clean-Up initiative. This year is the inaugural event for Sydney, and it will take place on Friday the 7th of May, between 9:30am - 12:30pm at Manly Cove Beach. There will be media attention with live coverage of the event and the opportunity to network with other business leaders and meet Take 3's founders. In addition, Valerie Taylor, the pioneering Australian scuba diver, documentary maker, and marine conservationist will welcome the participants and share her wisdom from over 70 years of protecting our environment and wildlife.

### 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](http://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 sustainability 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 enter the ocean each year, and by 2050, there will be more plastic in the ocean than fish. Businesses across Australia are part of this problem but they can also be a part of the solution. 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]**

