



Hello [First Name],

I would like to introduce you to the [Protecting Blue Whales and Blue Skies](#) program. The program helps [participating shipping companies](#) reduce greenhouse gas emissions, air pollution, fatal ship strikes to endangered whales and ocean noise in strategic zones off California.

Brands, including companies like [company name], play an important role in the success of the program by helping increase shipping industry engagement. It is free to become a Brand Ambassador, and companies that already ship with any of our participating shipping companies are eligible to receive sustainability credit and recognition as part of the program.

Benefits for Brand Ambassadors include:

- Recognition in popular media outlets
- Company-level data about the emission reductions of carriers you ship with for use in your reporting
- Communications toolkit (Photos, media assets, social media, etc)
- Use of program logo
- Acknowledgement on our website and our annual reporting

To learn more about the Brand Ambassador program and enroll your company, visit www.bluewhalesblueskies.org/brands or contact info@bluewhalesblueskies.org.

Thank you for supporting cleaner air, safer whales, and healthier coastal communities!

Sincerely,

[Your Name]