



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 their greenhouse gas emissions, air pollution, fatal ship strikes to endangered whales and ocean noise.

Consumer goods companies like **[company name]** play an important role in the success of the program by choosing sustainable shipping partners and by increasing shipping industry engagement in the program. It is free to become an 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 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 shareables, templates)
- Access to Protecting Blue Whales and Blue Skies program logo for communications
- Acknowledgement on our website and our annual reporting

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

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

Sincerely,

[Your Name]