

LETTER TEMPLATE

{DATE}

Our Commitment to the Environment: {YOUR COMPANY} Puts Words Into Action

Dear {customer, residents, guests, citizens, students, etc},

Just about every business these days talks about their commitment to the environment, but our team at {insert name of YOUR COMPANY} is putting those good intentions into real action.

The danger and health effects of glyphosate, the key ingredient in the most popular herbicide in the world, has been front and center in the news over the past several years. Lawsuits abound, and cities around the world are now banning or severely limiting its use.

{YOUR COMPANY} is proud to announce that we will no longer use these toxic products. Instead, we will be using a naturally organic alternative, which is not only safe for humans, animals and the environment, but just as or more effective in its performance. That means you'll get the beautiful lawns and landscapes you want minus the toxic consequences.

The safety and health of our {customers, residents, guests, employees} is paramount to us. Although we can't control everything affecting our environment, we can do our part to help improve the health of our planet.

We hope you follow our lead in this sustainability effort and spread the message to other area companies and communities. If we all put our good intentions to work, we can make a tremendous impact for future generations.

Spray It Forward,

{Name of Company}