SAMPLE OUTREACH LETTER
FOR MEMBERS, EMPLOYEES, FRIENDS OR CONTACTS

SUPPORT THE EVERY BOTTLE BACK INITIATIVE

Dear Friends:

Florida and America's leading beverage companies – *The Coca-Cola Company*, *Keurig*, *Dr Pepper*, and *PepsiCo* – are coming together to implement a strategic partnership with environmental and sustainability leaders: *World Wildlife Fund*, *Closed Loop Partners*, and *the Recycling Partnership*, aimed at increasing the recycling of beverage containers in Florida and reducing the industry's use of new plastic through the Every Bottle Back initiative.

The Every Bottle Back initiative is a sustained effort to reclaim beverage containers so they can be remade into new beverage containers and not end up as waste in oceans, beaches, waterways, or landfills.

Leading beverage companies will do this by educating consumers on the importance of recycling, reinforcing the value of the beverage industry's 100% recyclable bottles and caps to consumers, and making significant investments to support the circular plastics economy to increase the amount of recycled plastic available to be remade into beverage bottles.

The Every Bottle Back initiative will partner with leading voices on issues impacting the environment, commit to reclaiming plastic bottles and aluminum cans so they can be remade into new beverage containers, and communicating the value of their 100% recyclable bottles through a public awareness campaign.

In addition, America's leading beverage companies are directing the equivalent of $400 million across the US, including investments in Florida to The Recycling Partnership and Closed Loop Partners to improve sorting, processing, and collection in areas with the biggest infrastructure gaps to help increase the amount of recycled plastic available to be remade into beverage bottles.

Our organization is proud to support the Every Bottle Back initiative and asks you to join us by also endorsing this effort. You can learn more by visiting **www.FlaBev.org**.

Sincerely,

[SIGNATURE]