

**Stormwater Education & Outreach Committee Email**  
**DRAFT, 8.2.18**

Subject: **Become a Bay Star Business!**

Hi **XXXXX**:

I am writing on behalf of askHRgreen.org, which has just launched the region-wide program **Bay Star Business**, a free, pledge-based initiative that recognizes Hampton Roads companies that are committed to protecting water quality in the region. I am familiar with your **{insert the business category – coffee shop, store, restaurant, company, etc.}** and am inviting you to join the growing list of businesses that have pledged to adopt environmental practices that will have a positive impact on the region.

Joining is easy. By visiting the sign-up page at <http://askhrgreen.org/programs/bay-star-business/>, simply select five of the 15 suggested practices to become a Bay Star Business. Most pledges are no- or low-cost solutions to help business run more efficiently and include such actions as:

- Incorporating native plants in landscaping to cut back on water use
- Conserving water by installing low-flow fixtures and letting employees know “what not to flush” to avoid backed up pipes
- Keeping outdoor spaces litter-free
- Organizing a cleanup event at a park, school or public space near the business location
- Maintaining company vehicles (repairing, washing) under cover, to avoid washing pollutants into the storm drain

In return, you will receive a welcome packet that includes helpful tips for your business, local information from the City/County of **{insert your city/county name}**, and a Bay Star Business window cling to display in your business or on company vehicles.



I hope you will join the Bay Star Business team of regional companies that value clean water and sustainable water use. May I count on your support?

With regards,

**XXXXXX**

Stormwater Education & Outreach Committee

**{insert contact info}**