



## We are reaching out to you on behalf of the nonprofit initiative I Love NY Water.

Our mission is to encourage everyone to enjoy New York State's clean, great-tasting tap water from the Great Lakes to the Adirondacks and New York City to Niagara Falls – using a refillable bottle. This means fewer plastic bottles littering our lakes, streams and parks and less money spent disposing of them.

We have the use of the iconic I 'Heart' NY logo to help build this movement and are ready to partner with your organization to encourage **refills not landfills** to help keep New York State beautiful.

## Here are 3 things you can do to help get the movement started:

- Contact Johanna Hessling at [jhessling@mondaycampaigns.org](mailto:jhessling@mondaycampaigns.org) or **646-878-0330** to request FREE stickers and postcards you can distribute at your welcome center, gift shop, rest stop, attraction or any other tourist-centric venue.
- Request **FREE** resources such as posters and signs to place near water refill stations and areas where refillable water bottles are sold. We can even add your business' logo.
- Consider selling or distributing a co-branded water bottle with the I 'Heart' NY Water logo and your logo to ensure tourists will remember your location long after their visit.

## Let's work together for a sustainable New York State.

### To get involved and for more information contact:

Johanna Hessling, Program Associate

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