[Date]

Hello,

Thank you for considering partnering with [Organization name] to make our roads safer and cleaner for everyone. The representative in store today is visiting on our organization’s behalf to conduct outreach with retail partners in your area.

Unsecured loads contribute to an estimated 40% of roadside litter, but are also a serious public safety issue. According to a 2019 report from the [National Highway Traffic Safety Administration](https://ecology.wa.gov/Blog/Posts/June-2020/Secure-Your-Load-Prevent-Litter-and-Save-Lives), unsecured loads caused 739 deaths, 17,367 injuries, and 89,915 property damage crashes in the U.S. alone – all of which were completely preventable.

**June 6th is “National Secure Your Load Day,” and we are interested in partnering with your store to provide customers with practical tips for safely securing loads in their vehicles as well as to highlight applicable products in your store that can help.**

We look forward to working with you and store staff in the coming weeks to install Secure Your Load for Safer Roads signage [add any other outreach tactics you are requesting such as tabling or product endcaps here] to increase awareness of safe load securing practices with your customers.

If you have any questions or concerns about this outreach, please reach out to any of the following program contacts below:

|  |  |  |
| --- | --- | --- |
| **Name** | **Email** | **Phone** |
| Name 1 | Email 1 | Phone 1 |
| Name 2 | Email 2 | Phone 2 |

Sincerely,

[Name]

[Organization Name]

[Title]

[Division/Department]

[Phone]| [Email]

[Address]