

## SAMPLE LETTER FROM PRESIDENT OF COMPANY TO EMPLOYEES

DATE

John Doe  
CEO of Company X  
100 North Main Street  
Somewhere, IN 12345

Dear employees,

In these challenging economic times, Company X remains dedicated to our environmental standards. That's why we've recently pledged to do our part to help reduce air pollution this summer during the Clean Air Indiana Action Challenge, a new statewide air quality campaign from the Indiana Department of Environmental Management (IDEM). The Action Challenge takes place the last two weeks of June, a time which has historically experienced high levels of ground-level ozone.

Ground-level ozone is the primary component of smog. A buildup of ozone at the ground level can make breathing difficult for anyone, but particularly for children, the elderly, and those with heart and lung problems. Ground-level ozone forms in the summer months when vehicle exhaust, gas vapors and industrial emissions bake together in the hot summer sun.

In the weeks leading up to June, you may notice some changes around the office/facility. You'll see recycling bins for paper and aluminum products, as lights burn out, they'll be replaced with energy efficient lighting, and we will be issuing a no-idling policy for all vehicles on the property and our fleet on the road.

Just as we will be doing our part to reduce ozone, we encourage all of you to take action as well. Each one of you can positively impact our air quality by making a few simple changes at home and around the office. For example, when you leave work for the day, be sure you've shut off all the lights and your computer, bring your lunch to work and eat on the property, and try teleconferencing instead of driving to off-site meetings. These simple actions will not only help our environment, but can also save you and the company money. In these difficult times, there's no reason not to be doing all we can.

Learn all the ways you can help keep Somewhere's air clean by visiting the Clean Air Indiana Web site, at [www.idem.IN.gov/cleanair](http://www.idem.IN.gov/cleanair). While you're there, I strongly encourage you to take the Hoosiers Care pledge; a promise to conserve energy and reduce air pollution at the individual level. By working together, we can do our part to keep Somewhere's air healthy for ourselves and our families and continue to be a leader in protecting the environment.

Thank you,

Johh Doe  
CEO of Company X