

SAMPLE PSA DIRECTOR LETTER

Your corporate logo/header

Date

Name

Title

Station/Media Name

Street Address

City, State, Zip Code

Dear (Personalize for each Public Service Director):

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40% of food in the United States goes to waste, translating to \$162 billion lost and wasted water, energy, fertilizers, cropland, and production costs.

In addition to wasting precious resources, nearly all of the food waste ends up in landfills where it decomposes and releases methane, a form of climate pollution that is up to 86 times more potent than carbon dioxide. In fact, food is the *single* largest contributor to U.S. landfills today.

In addition to the harmful effects on the environment, this also affects consumers' household finances. Consumers are responsible for more wasted food than farmers, grocery stores, restaurants, or any other part of the food supply chain. In fact, 21% of the food each person buys goes to waste, with the average American family of four spending \$1,500 per year on food that they throw away and each individual throwing away 20 pounds of food per month. All this while one in seven Americans don't have a steady supply of food to their tables.

A New PSA Campaign

Through the Save The Food PSA campaign, the Ad Council and the Natural Resources Defense Council (NRDC) are aiming to change household behavior to reduce food waste, and in turn, minimize environmental and economic impacts.

We ask you to help support the campaign by airing the Save The Food PSAs that you received. Additionally, the campaign materials can be downloaded from the Ad Council's fulfillment website, PSA Central (https://www.psacentral.org/campaign/Reducing_Food_Waste). The campaign materials include TV, digital media (web banners and pre-roll advertising), outdoor and print, all of which direct to SaveTheFood.com. By airing the Save The Food PSAs, you can help raise awareness about the impact of food waste and encourage Americans to take easy and actionable steps to reduce food waste in their homes.

Sincerely,

Name

Title

Company/Organization