



SAMPLE OUTREACH LETTER FOR MEMBERS, EMPLOYEES, FRIENDS OR CONTACTS

Support the Made to be Remade Initiative

Dear Friends:

Georgia and America's leading beverage companies – The Coca-Cola Company, Keurig, Dr Pepper, and PepsiCo – are coming together to implement a strategic partnership with environmental and sustainability leaders: World Wildlife Fund, Closed Loop Partners, and the Recycling Partnership, aimed at increasing the recycling of beverage containers in Georgia and reducing the industry's use of new plastic through the Every Bottle Back initiative.

The Georgia Made to be Remade initiative is a sustained effort to reclaim beverage containers so they can be remade into new beverage containers and not end up as waste in oceans, beaches, waterways, or landfills. Leading beverage companies will do this by educating consumers on the importance of recycling, reinforcing the value of the beverage industry's 100% recyclable cans, bottles and caps to consumers, and making significant investments to support the circular economy to increase the amount of recycled materials available to be remade into new beverage containers.

The Made to be Remade initiative will partner with leading voices on issues impacting the environment, commit to reclaiming plastic bottles and aluminum cans so they can be remade into new beverage containers, and communicating the value of their 100% recyclable bottles through a public awareness campaign.

In addition, America's leading beverage companies are directing the equivalent of \$400 million across the US, including investments in Florida to The Recycling Partnership and Closed Loop Partners to improve sorting, processing, and collection in areas with the biggest infrastructure gaps to help increase the amount of recycled materials available to be remade into new beverage containers.

Our organization is proud to support the Georgia Beverage Association's Made to be Remade initiative and asks you to join us by also endorsing this effort.

Sincerely,

[SIGNATURE]