



Dear BWFD endorser,

We have gained a lot of momentum in the past two years. And, as an endorser for Bottled Water Free Day, we have you to thank for that! But there is still much to do!

We're contacting you once again to invite you to renew your efforts to promote Bottled Water Free Day! On March 15 2012, campuses and communities across Canada will be mobilizing to take action to kick the bottle and back the tap! We

want you to be a part of it! We must continue to take a stand in support of public water and against the privatization of our water resources.

Thus far, 21 campuses, 85 municipalities and 8 school boards have taken action and played an active role in rolling back bottled water consumption and have chosen to back the tap!

#### **How can you play an active role in Bottled Water Free Day?**

- Encourage your members, networks, friends and colleagues to sign the pledge at [www.backthetap.ca](http://www.backthetap.ca)
- Organize an event in the build-up to and on Bottled Water Free Day. Materials and ideas are available at the website.
- Contact your city councilors, school board trustees and university/college presidents and ask them to make the Bottled Water Free Day Pledge.

#### **What does endorsing Bottled Water Free Day entail?**

By endorsing the day you are committing to the pledge. As an organization you will be listed as a Friend on [www.backthetap.ca](http://www.backthetap.ca)

#### **Where can you find more information?**

- Information and materials on the campaign are available at [www.backthetap.ca](http://www.backthetap.ca)

We hope you will join us and look forward to hearing from you soon.

Sincerely,

Karin Jordan, CUPE communications

On behalf of:

Polaris Institute, Canadian Federation of Students, Sierra Youth Coalition, Council of Canadians and Canadian Union of Public Employees

