**Sample Letters to the Editor**

(one ocean-focused and one terrestrial-focused)

Keep word count to between 200 and 250 words. Change wording highlighted for your specific situation and customize as you wish.

***Option 1****: Sample letter to the editor with an* ***ocean emphasis***

**We all depend on the ocean, and now the ocean is depending on us**

I am fortunate to have lived in (your city) for (xx) years, and as (your position at (your aquarium/museum/zoo), to have had the opportunity to share the wonders of our ocean and coast with our community, from the amazing wildlife and the economic importance to the opportunities for quality time with family and friends.

Yet if we want those same wonders to be there for our children and grandchildren, the science is clear: We need to come together now to conserve and restore our ocean. This is why I applaud the “America the Beautiful” initiative, with the goal of conserving at least 30 percent of America’s lands, waters, and ocean by 2030. This is ambitious, yet also attainable, especially if we focus on accelerating locally-led conservation efforts here in (your community) and across the country.

(Your aquarium/museum/zoo) is proud to have partnered with (other community organizations) in ensuring the conservation of important areas such as (local coastal or marine protected area) Our emphasis at (your aquarium/museum/zoo) is on the wildlife. Yet we also know that conserving more places like (local coastal or marine protected area) would not only help with the survival of species such as (insert local species of concern), but also help in efforts to maintain healthy fisheries, address climate change, and provide even more of us with those opportunities for quality time with the ones we love.

Please join (your aquarium/museum/zoo) in supporting the “America the Beautiful” initiative. Together we can conserve and restore our ocean and ensure that nature’s wonders will be available for generations of (local residents) to come.

*And consider adding a call to action at the end:*

Option A: Please go tohttps://bit.ly/30x30action to share your support for this important effort.

Option B: Please join with us in sharing on social media why conserving nature matters to you and your family using #AmericatheBeautiful and be sure to tag (your aquarium/museum/zoo)!

***Option 2****: Sample letter to the editor with a* ***terrestrial emphasis***

**We all depend on nature, and now nature is depending on us**

I am fortunate to have lived in (your city) for (xx) years, and as (your position at (your aquarium/museum/zoo), to have the opportunity to share the wonders of nature with our community, from the amazing wildlife, the economic importance, to the opportunities for quality time with family and friends.

Yet if we want those same wonders to be there for our children and grandchildren, the science is clear: We need to come together now to conserve and restore nature. This is why I applaud the “America the Beautiful” initiative, with the goal of conserving at least 30 percent of America’s lands, waters, and ocean by 2030. This is ambitious, yet also attainable, especially if we focus on accelerating locally-led conservation efforts here in (your community) and across the country.

(Your aquarium/museum/zoo) is proud to have partnered with (other community organizations) to ensure the conservation of important areas such as (local park or protected area) Our emphasis at (your aquarium/museum/zoo) is on the wildlife. Yet we also know that conserving more places like (local park or protected area) would not only help with the survival of species such as (insert local species of concern), but also help in efforts to maintain a healthy local economy, address climate change, and provide even more of us with those opportunities for quality time with the ones we love.

Please join (your aquarium/museum/zoo) in supporting the “America the Beautiful” initiative. Together we can conserve and restore nature and ensure that its wonders will be available for generations of (local residents) to come.

*And consider adding a call to action at the end:*

Option A: Please go tohttps://bit.ly/30x30action to share your support for this important effort.

Option B: Please join with us in sharing on social media why conserving nature matters to you and your family using #AmericatheBeautiful and be sure to tag (your aquarium/museum/zoo)!