**SAMPLE REPORTER EMAIL**

Dear [Reporter] –

**OPENING OPTION ONE**: Though the national dialogue on sustainability might be shifting, at [name of hospital], I’m proud to say we’re doubling down on our efforts to reduce our impact on the environment. In fact, in recognition of our efforts, we just won a national award.

-OR-

**OPENING OPTION TWO**: At [name of hospital], we’re leading the way toward a healthier, more sustainable health care system. In fact, we just won a national award in recognition of our efforts.

I’m proud to share that [name of hospital] received this year’s [name of award] from [Practice Greenhealth](https://practicegreenhealth.org/), the nation’s leading organization dedicated to environmental sustainability in health care. The award is one of the Environmental Excellence Awards given each year to honor environmental achievements in the health care sector.

Environmental stewardship is a core business strategy and at the heart of our healing mission. It improves the health of our patients, protects our environment and even reduces costs. We’ve followed through on our commitment to environmental stewardship by [brief description of the programs, projects and accomplishments that led to award.]

I would love to discuss this honor with you and to connect you with our hospital leadership to discuss the work we’re doing in partnership with Practice Greenhealth, and the impact these changes have on the health of our patients, staff, community and environment.

I am looking forward to speaking with you about our role in achieving sustainability in health care. I can be reached at [phone number] at your convenience.

Sincerely,

[Name of contact]