



April 21, 2015

To: P2 Technical Assistance Programs

Subject: Celebrate Earth Day by highlighting P2 Progress in your region

Here is a “press kit” for you to use to publicize the Pollution Prevention Results report 2010-2012. This report contains aggregated results of pollution prevention projects conducted throughout the country by technical assistance programs like yours. It contains:

- A press release for any local press outlet
- Suggested communication for your state environmental agency commissioner
- Suggested communication for your congressional representatives

The press release can be provided to any press outlet. If you have any local success story that can be highlighted as well, as an example of a company that has won an award or saved money and resources through P2, please provide it to your local press outlet along with this release.

It is important for you to communicate with your state environmental regulatory agency commissioner about the value of P2. Even if your organization is not part of the state regulatory agency, they need to be aware of the good work being done by pollution prevention professionals and the existence of this report. Schedule a meeting with your commissioner to make them aware of this report.

Educating congressional representatives is also a vital function. Providing a copy of this report is not lobbying but is merely educating the congressional delegation about P2 work being done. Again, if you have local businesses who would be a good example of P2 success and/or who would write in support of the P2 program, it would be excellent to share their stories or letters from them now.

Use the P2 Results report to help market your services with the businesses in your state. Send a link to it via your electronic newsletter. Excerpt stories from the report to share with your agency or constituents. Use this report to highlight the good things companies are doing to improve the environment as you celebrate Earth Day. [Invite your stakeholders to a Webinar on May 5.](#)

The P2 Results report is a collaborative project of the National Pollution Prevention Roundtable (NPPR) and the Pollution Prevention Resource Exchange (P2Rx). See: <http://www.p2.org/news/>

Sincerely,

P2Rx Center and contact