



**Signing the Talloires Declaration Demonstrated
<Institution>'s Commitment to the Planet.
But Are You Celebrating that Commitment Sustainably?**

Dear <Name>,

The day you signed the Talloires Declaration, you made history... not only as one of a visionary body of international academic leaders, but also as a powerful influence for untold numbers of students through <Institution>.

And now you are implementing the changes:

- *creating a culture of sustainability...*
- *practicing institutional ecology...*
- *involving all stakeholders...*
- *broadening service and outreach nationally and internationally...*

It is a profound commitment... and as president of Eco-Fabrik Inc., I applaud your dedication.

You are probably already facing the first challenge in implementing your institution's pledge: *involving all stakeholders*: **How can you promote the deep changes required by the Talloires pledge to your faculty, staff, and student body?**

To help you in this challenging task, I am offering you a free sample and discount on an exclusive, visionary new product line that celebrates your institution's commitment while satisfying both the letter and spirit of your pledge.

What are these products? My company, Eco-Fabrik, has just developed a unique line of premium-quality, eco-friendly promotional clothing items for sustainable businesses. **And we are offering our introductory run of products exclusively to Talloires institutions like your own.**

You see, **these are no ordinary polo shirts, T's and sweatshirts!** Crafted of organic cotton, hemp, or bamboo, they are screen-printed with water-based and phthalate-free plastisol inks and produced in the U.S. or by certified Fair Trade providers overseas ...thus satisfying *all of the Talloires criteria*

Not only can they promote awareness and pride among your faculty, staff, and student body; they also benefit the environment and the craftspeople who produce them. Tel: 1-877-WE-GO-ECO (1- 877-934-6326) or e-mail: info@ecofabrik.com.



In fact, I am so convinced of the positive impact of these shirts that **I would like to give you a free sample of our brand-new product line and a discount on your first order!**

While the average pesticide-laden, chlorine-bleached shirts may give your institution public exposure for a lower price, **they simply cannot support your Talloires pledge** or duplicate the benefits you will reap from superior garments.

Imagine the pride and pleasure your students, faculty, staff and alumni will feel in knowing that they support an institution that implements its environmental and social responsibility not only in its curriculum and services, but right down to its promotional items!

Will they spread the word? **Be sure of it!** And you and I both know the value of word-of-mouth promotion.

The outcome? You will be promoting <Institution>'s sustainability initiative in the way that counts...by positive actions, not just words.

Celebrate <Institution>'s commitment to sustainability! Let your students, faculty and staff, and alumni help your Talloires commitment to earn the acclaim it deserves.

To learn more about what my EcoFabrik designs can offer you, email or call me directly (o_khan@netzero.com, 1-877-934-6326).

With all good wishes,

Omar Khan

Eco-Fabrik

P.S. – ***These products are not available to the general market at this time*** - you are among a very small test group to receive this pre-release promotion!

I'm sure that you understand, with the market potential for this concept, ***I cannot hold this exclusive offer open very long***. So...***if you respond within one week of receiving this letter, I will give you a free sample T-shirt, along with a 10% discount on your first order***. The discount will be applicable for 90 days following your response.

Please don't delay – you can be among the first to let these extraordinary shirts announce your Talloires commitment to the world!