

## Sample Business Group Invitation Letter

[PROJECT LETTERHEAD]

Letter to Organizations with Access to Drivers (e.g., driving schools, car dealers, motor vehicle registration centres, etc.)

October xx, 200X

Dear: \_\_\_\_\_

### Help make Mississauga an Idle-Free Zone!

As you may know, the City of Mississauga is leading a year-long, city-wide *Anti-Idling Campaign* to reduce unnecessary vehicle idling throughout Mississauga. Sponsored by Natural Resources Canada, the campaign has created *Idle-Free Zones* at Mississauga's GO Transit stations, many Mississauga schools and gas stations, the Mississauga Civic Centre and selected community centres.

On behalf of the City of Mississauga and our campaign partners, I invite your organization to join our campaign, and help spread the word to your clients and customers about the benefits of reducing unnecessary vehicle idling.

### Why be Idle-Free?

**Cleaner Air...**By turning off vehicles when they are parked, we can improve air quality, save money, and reduce harmful gases from entering the atmosphere. Health Canada estimates that more than 5,000 Canadians die prematurely each year because of air pollution.

**Reduced Costs...**Unnecessary idling costs Canadians millions of dollars every year. If every driver of a light-duty vehicle in Canada stopped idling for just five minutes, we would save 1.9 million litres of fuel. We would also prevent more than 4500 tonnes of carbon dioxide – the main greenhouse gas – from entering the atmosphere and contributing to climate change.

**Community Support...**There is very strong community support for this campaign – 94% of Mississaugans favour action to reduce idling.

### Materials to help you spread the word

Enclosed you will find sample materials produced for Mississauga's campaign that you can use to educate your clients and customers about vehicle idling:

- Anti-idling information cards, cling vinyl vehicle windshield decals and posters – Multiple copies of these are available *free of charge* on request. Quantities are limited, so please place your order as soon as possible.

- Metal anti-idling signs – An illustration of a sign, suitable for posting in parking lot and delivery areas, is included in the kit. The City of Mississauga can supply these signs to your organization *at cost*.
- Sample anti-idling articles – These can be included in your organization’s communication materials.

If you would like more information on these City of Mississauga materials or to place an order, please call the City at 905-XXX-XXXX.

I encourage you to join our *Anti-Idling Campaign* by spreading the word to your clients and customers about the benefits of reducing unnecessary vehicle idling.

With your organization’s support, we hope to make our entire city an “Idle-Free Zone”.

Sincerely,

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