



Portable Sanitation Association International

Dear PSAI Operators and Suppliers,

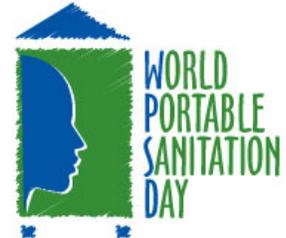
World Portable Sanitation Day (WPSD) is a project within the PSAI's Education Initiative (EI), which focuses on highlighting the importance of sanitation in daily living, the lack of adequate sanitation in developing countries, and the valuable role portable sanitation can play in helping to address global issues. **Help us get the word out about WPSD on August 15!**

OPERATORS:

1. **Send out a press release to local newspaper and/or radio stations.** To do this, go online and fill out a request on your local media partner's website. These are usually found under the press release section of their sites. You can also get some sample text and create your own press release using the PSAI's suggested template.
2. **Download the WPSD logo from the PSAI website and send it out to the community** by placing it on your company's invoices.
3. **Add a banner to your company's website** announcing WPSD.
4. **Write a blog** and post it on Facebook, utilizing social media to spread the word.
5. **Add the WPSD logo to your company's email signatures.**

SUPPLIERS:

1. **Send out a press release to local newspaper and/or radio stations.** To do this, go online and fill out a request on your local media partner's website. These are usually found under the press release section of their sites. You can also get some sample text and create your own press release using the PSAI's suggested template.
2. **Tell your customers about WPSD and encourage them to get involved.** Download a WPSD logo from the website and put it next to your own logo on company paper. Then use it to send a note to your customers encouraging them to learn more. Suggest they check out the PSAI's website for more information and include this link: <http://psai.org/world-portable-sanitation-day/>
3. **Use Facebook and social media** to get the word out – people love these informal ways of spreading information and who knows – maybe your idea will go viral!
4. **Add a banner** on your company's website showing the WPSD logo and date. Then link back to the PSAI website.
5. **Add the WPSD logo to your company's email signatures.** In



Thank you for your help on this important initiative!

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