



Hello, Herb Companies!

We're excited to announce that the 7<sup>th</sup> Annual HerbDay will be held on Saturday, May 5, 2012. Since its inception in 2006, HerbDay has served to educate about and celebrate the many ways herbs enhance our daily lives. Events across the country have been creative and inspiring. You can learn and see more at [herbday.org](http://herbday.org).

Five herb-focused organizations (the HerbDay Coalition) initiated the concept that each year a coordinated series of independently produced, public educational events would celebrate the importance of herbs and herbalism. For the most part, HerbDay has continued to create itself as participants host their own celebrations, and the Coalition has provided a website and has been a financial facilitator and an information center.

HerbDay has attracted the participation of schools, organizations, media, retailers, botanical gardens, healthcare professionals and community organizations. As a company in the herb industry, you are invited to consider active participation in HerbDay 2012 and become a Corporate Sponsor. For \$2,500, your company logo will be included in all Herb Day advertising, on our website, and in all public relations outreach. We have recently invested Herb Day funds to update the website to create more of a presence for Corporate Sponsors. With your support, your company will be helping The Coalition to do even more to create a bigger and more widely promoted HerbDay2012.

We hope that you see this as an opportunity to feature your company at a nationally promoted educational event, as well as an opportunity to assist the Coalition in fostering future Herb Days. We have thus far kept management costs to a minimum, utilizing our own volunteer efforts to keep the website going, and to assist interested participants with organizing Herb Day events.

If you would like to talk with one of our Coalition members about the many ways your company can plan an HerbDay event (we have LOTS of ideas!), and how you can become an HerbDay Corporate Sponsor, please contact me at 707.829.5310, [teacup@sonic.net](mailto:teacup@sonic.net).

HerbDay has become a creative and successful grassroots celebration of the plants we love. We hope you will find a way to grow with us!

Cordially,

Lynda LeMole  
Board Member  
United Plant Savers

HerbDay was conceptualized and organized by these five organizations, each of which plays a key role in revitalizing and preserving our culture's acceptance of herbal therapeutic options.

