



Dear Friends of HerbDay,

In 2006, a coalition of national nonprofits initiated HerbDay, a celebration to raise public awareness about the significance of herbs in our lives and the many ways they can be used safely and creatively for health, beauty, and culinary enjoyment. The HerbDay Coalition believes that greater familiarity with herbs will increase informed use of herbs and herbal products and build public support for maintaining personal choice in the use of botanicals. The next HerbDay is scheduled for Saturday, May 5, 2012.

The concept is that each year's HerbDay is a series of independently produced public educational events celebrating the importance of herbs and herbalism. All events are produced locally – for example, by herbalists, herb stores, and CAM schools – such that the HerbDay Coalition's function is one of encouragement and coordination, and does not include production of any events on its own.

Because you are an established publisher focused on the herbal marketplace, I invite your publication to become a Media Sponsor for HerbDay. As a Media Sponsor, we ask that you place two editorial articles/mentions and two complimentary full-page ads in your publication(s) between now and May (ideally in your March and April issues), as well as a linkable HerbDay logo on your website(s). Media Sponsors are responsible for ad copy, design, artwork, and all technical issues related to ad placement. All ads must prominently feature the HerbDay logo, as well as the logos of HerbDay Corporate Sponsors.

In return for your support, your publication will be acknowledged as an HerbDay Media Sponsor on the HerbDay website, HerbDay.org, with a linkable logo and a 50-word description and in all other promotions, increasing your visibility to herb and herbal products manufacturers, marketers, retailers and consumers.

We will start promoting HerbDay 2012 via national press releases in mid-January; we suggest you respond quickly to maximize your branding opportunities as a Media Sponsor. I hope you will join with us to promote this important day.

If you are interested in participating as a Media Sponsor or have any questions, please contact Rob Purdy, 301.588.1171 x107, rpurdy@ahpa.org. We look forward to working with you to make HerbDay 2012 the most successful yet!

Cordially,

Frank Lampe
Director of Communications
The American Herbal Products Association

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.

