



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.

We invite your non-profit organization to become an HerbDay Partner. As a Partner, you are asked to publicize HerbDay 2012 to your staff, students, clients, customers and other stakeholders, and to let us know what activities you will undertake for the occasion. In turn, your organization and its logo will be listed on the HerbDay website.

If you need any additional information on HerbDay and the role of your organization as an HerbDay Partner, please contact me at [gayle@herbalgram.org](mailto:gayle@herbalgram.org).

Cordially,

Gayle Engels  
Special Projects Director  
American Botanical Council

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.

