Sample Email to promote Serve It Safe  
A Pilot Program To Reduce Waste in Take-Out

**Subject:** One Simple Choice Will Reduce Waste in Palo Alto  

**Preview Text:** Join us in shaping a sustainable future for our community.

There’s no better time to define what’s possible for our planet! One simple choice will keep waste out of our landfills and waterways.

**UPSTREAM, Dishcraft**, and **Zero Waste Palo Alto** have partnered with **Tootsie’s at the Stanford Barn** to bring diners the **Serve It Safe** program, an environmental initiative designed to reduce waste produced by take-out food containers.

**From April 20 - May 17, Tootsie’s diners will get their meals packaged in reusable containers (at no extra charge) that can be returned to collection bins placed around the restaurant.**

Each reusable container is cleaned using Dishcraft’s commercial-grade washing system, which exceeds health code standards. AND, each container returned saves 300 single-use containers from entering our waste streams. The simple action of returning reusable containers is the first step to setting a new sustainable standard for restaurants in Palo Alto.

Do your part to participate and spread the word about the **Serve It Safe** program! Support your local restaurants and be an advocate for change in our community.

Thank you for building a zero-waste future for our restaurants!