

SAMPLE 30X30 ANNOUNCEMENT & EMAIL CONTENT



ANNOUNCEMENT:

"Today, as well as (insert details about your own event) to protect/celebrate the ocean, we are asking everyone to take 30 seconds to sign a petition in support of protecting our blue planet.

Right now, world leaders are making important decisions about the future of our planet. To have a healthy ocean with abundant wildlife and help stabilize the climate, we must protect at least 30% of our planet's lands, waters, and ocean by 2030. More than 90 countries have expressed support for this goal. By signing the World Ocean Day petition you can encourage your nation's leaders to take action and protect "30x30."

Please take 30 seconds and sign the petition by going to WorldOceanDay.org/30x30 or scanning the QR code on (FOR VIRTUAL: the screen; FOR IN-PERSON: the posters or flyers)."



EMAIL TO ATTENDEES:

"Thank you for registering for our event/signing up to volunteer (INSERT: any other additional info you plan to convey to participants).

Make an even bigger impact by taking action and signing this petition to protect our blue planet: WorldOceanDay.org/30x30

Thanks and see you soon!"



ADDITIONAL MATERIALS

Find more supporting materials to help you incorporate the 30x30 conservation ask into your plans at WorldOceanDay.org/resource-type/30x30-materials including:

- ***Social media graphic and sample post text***
- ***Poster and Flyer (to display at exhibits or handout to participants)***
- ***PowerPoint slide for presentations or virtual events***
- ***Zoom background for hosts to use during virtual events***