



## Yacht Charter Industry Going Green to Save the Blue

(YOUR COMPANY NAME) is committed to preserving the natural beauty and environmental health of the oceans and lands where we sail. As a member of CYBA – Charter Yacht Brokers Association International, we support its “Going Green to Save the Blue” campaign to reduce plastic water bottle waste on yachts. We are committed to reducing the environmental impact of the charter yacht industry throughout the world and invite you as a charter guest to join our initiative.

**Why Is This An Important Issue?:** Unfortunately, most of the islands where we sail have limited or no recycling options – everything goes into the landfills. An average sized charter yacht generates about 200-400 plastic bottles of trash each week. Using very loose math, that’s at least one million bottles a year in the BVI landfill alone and just from crewed yachts. We all know that 200 years from now, those plastic bottles will still be there. Plus the amount of money to make those bottles and ship them to the islands leaves a large carbon footprint on the planet.

**What Is the Alternative?** The majority of our yachts are fully capable of providing pure, filtered water made by their watermakers. If charter guests are willing to drink the yachts’ “tap water”, we can minimize the waste accumulating on these precious islands.

**What Can You Do?** Drink the yachts’ water. The crew will provide you with re-usable water bottles or glasses. Try it – you’ll like it. And if you don’t, they will be happy to purchase bottled water for you

**Thanks for taking the time to read this. We hope you will join our efforts.**