

Dear [name]

My name is XXX and I'm a big fan of your business [add short detail].

On Thursday 17 October 2019, the RSPB are running a bird song takeover. The idea is to get five million people listening to bird song on that day, to send a strong message to people in power that they don't want bird song to disappear.

Sadly, it's in danger of doing just that. Nature is in real crisis. The newly-published 2019 *State of Nature* report assessed 8,418 species. Shockingly, 15% are now at risk of extinction, including kittiwakes, Arctic skuas and Scottish wildcats. We need to act now and it'd be great if you could get involved.

It can involve a 10-minute "bird song break" for staff and customers or playing bird song in your premises. Bird song has a number of benefits, including relaxation and relief of low mood, so it's great for business too and really shows you care about nature! We can offer resources to help you advertise it, including posters and bunting.

We've even got a Birdsong Radio app that's free to download, plus you can stream via [rspb.org.uk/letnaturesing](https://www.rspb.org.uk/letnaturesing) and Spotify, so it's nice and easy.

If you'd like to get involved, let me know. You can reach me on xxxx, xxx or xxx. I'd love to have a face to face meeting. There's more information about the bird song takeover at [rspb.org.uk/letnaturesing](https://www.rspb.org.uk/letnaturesing)

Best wishes,
[name]