

Earth Day Email Blast | ALDI E-blast highlighting Earth Day to employees

Note: E-blast was created within Outlook, which doesn't save as a PDF. The below is a recreation of the original design (design *not* by me).

Subject Line: Get involved with Earth Day and support sustainability!



Each year on April 22, Earth Day shines a light on preserving our planet. Rather than being a national holiday, it's an earth-wide movement (fitting, isn't it?). This year's theme, Invest in Our Planet™, was made for us — we invest in our planet every day. Celebrate all April long because it's also Earth Month!

What's just one way we do our part? Through Purchase with a Purpose: our ALDI finds lineup focused on supporting sustainable living. Check out some of our favorites available now through the end of April:

<p>Uglies Kettle Chips</p>  <p>Chips made from unsightly spuds that would've otherwise gone to a landfill.</p>	<p>Bamboo Food Storage</p>  <p>Reusable containers that extend the life of food, reducing waste.</p>	<p>Eco Friendly Toddler Trucks</p>  <p>Toys made of 100% post-consumer recycled plastic milk jugs that save energy and reduce greenhouse gas emissions.</p>
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Conservation is in our DNA. As a company, we actively make responsible decisions regarding our people, planet and local communities all while making sustainability affordable to our customers. Our efforts are evident the moment you walk into a store or read our 2030 Vision.

April is also National Volunteer Month, so pair your passion for the planet with giving back! Take a look at volunteer opportunities and events at these organizations:



Keep the conservation celebration going by:

- Joining a cleanup group or creating your own.
- Composting.
- Planting a pollinator garden.
- Taking public transportation, carpooling, riding your bike, walking or running instead of driving.
- Paying electronically and opting out of physical bills.
- Turning off the lights and unplugging electronics when not in use.
- Using rechargeable batteries.
- Using reusable produce and shopping bags.

For more information on our sustainability efforts, [visit our site.](#)