**SAMPLE EMAIL TEMPLATE**

Dear INSERT NAME,

We need your help celebrating California Surfing Day!

California’s second annual California Surfing Day — the official holiday to celebrate California’s surfing lifestyle and honor the history, culture, and future of surfing — is coming Sept. 20.

The Golden State boasts hundreds of miles of coastline and some of the world’s best surf breaks. Together, we can help Visit California spread the word and raise awareness among surfing and adventure aficionados around the world about this holiday – and emphasize that the best waves are here in California.

Share in the celebration and create excitement in your surfing community using the official holiday mark available for download here and celebrate with your social media fan-base using the hashtag #CaliforniaSurfingDay.

[INSERT DETAILS ON ANY LOCAL ACTIVATIONS]

Surf’s up,

[ XXXX ]