



Helping Ninjas™ Incorporated is a student-led not-for-profit. Our mission is to create opportunities for children to learn how to help the world. **#StandUpToStraws** is an initiative to educate youth on the impacts of global plastic pollution. It is part of our larger commitment to encourage youth to *Stand Up For Our Planet*.

**We are inviting you to join our initiative by displaying our signs.**

We are also inviting local businesses to participate further by only providing patrons straws when asked, and to explore the use of eco-friendly straws in hopes to create a more sustainable environment.

To help engage and give community members a call to action, Helping Ninjas wants to invite patrons to join online in with posts announcing their pledge to #StandUpToStraws with pictures and videos of a **“Straw-less Cheers”** and our favorite, **“The Floss”** dance to celebrate – all in efforts to create awareness and begin positive change.

It is our hopes that you would consider joining our efforts now, or to consider doing so in the future – helping others to learn about our efforts and encouraging community participation! We will showcase current measures your company is taking or what plans you intend to take in the future, and we will share your efforts on our website and social media!

This month of July sparked a global movement #PlasticFreeJuly, and National Geographic announced a “Planet Or Plastic” pledge encouraging others to join the plastic-free July movement. Helping Ninjas pledged its efforts to help combat plastic and with our Stand Up To Straws Campaign and accompanying, “StandUpForOurPlanet” and “StandUpToPlastic” – all **ongoing initiatives** and will continue **after** Plastic Free July.

Helping Ninjas hopes to inspire others to follow the lead of cities, such as Seattle, who recently ban the use of plastic utensils and plastic straws citywide, and corporations such as Starbucks, McDonalds and American Airlines whom announced their intent to pilot using only compostable straws and to renounce plastic straws.

If you choose to participate in joining our efforts, please follow us @Helping Ninjas on Twitter (and other social media outlets Facebook and Instagram). Through our signage, we will encourage your patrons to do so as well. Dedicated to showcase our **unified efforts** to reduce plastic pollution and help oceans and marine life, Helping Ninjas has created the following social media outlets:

**@StandUpToStraws, @StandUpToPlastic @StandUpForOurPlanet.** (All can be found on Twitter, Instagram and Facebook) Acting as an of an extinction of an intent to participate in the united fight to eliminate single-use plastic and educate youth on plastic pollution, each handle will showcase posts of fun, positive and inspiring community efforts and acts of helps:

@StandUpToStraws	<i>Efforts to reduce plastic straws</i>
@StandUpToPlastic	<i>Efforts to eliminate single-use plastic</i>
@StandUp4RPlanet	<i>Efforts to inspire learning how to help the planet</i>

Helping Ninjas thanks you for your consideration of joining our initiative. Anything that you can do-- we appreciate! A Helping Ninja will be in touch to see if you are willing to hang up our signs! Shortly after we'll send a Ninja to celebrate with a floss by your logo! Please contact us should you want to reach out to us sooner or if you have any questions.

Thank you,  
The Helping Ninjas

Leo Berry, Age 9, Founder and Creator  
Sid Chavalli, Age 11, Head Ninja  
Lindsey Fella-Berry, CEO, Helping Ninjas, Inc.