[your information here]

October 24-31, 2017

[name of publication here]

Attn: Managing Editor

RE: Bat Week, October 24-31, 2017

Dear [editor’s name]

As you may be aware, October 24-31 is Bat Week. Bats are the most misunderstood mammals on the planet, but they contribute to the health and well-being of all living things. In a word, bats are essential – they are just as important to us as clean air and water. I’m writing to you today to encourage you, and your readers, to celebrate bats! If you need ideas on how to celebrate visit batworld.org/batweek.

Bats in the 50 United States and Canada face a grave threat from White Nose Syndrome. Scientists estimate that more than 7 million of our native bats have died in the last ten years from this devastating disease, which is caused by *Pseudogymnoascus destructans,* an invasive fungus in the caves where bats hibernate. From the original site in New York, where the fungus was located in 2007, *P. destructans* is now found in 33 of the 50 states, as well as five of the Canadian provinces. Bats are dying of the related disease, White Nose Syndrome, in 31 of those states.

Bats are responsible for protecting or propagating the plants that provide over 450 commercial products that we use every single day, including soap, shampoo, cosmetics, rubber and twine. They protect or propagate dozens of plants that we eat, such as bananas, mangos, avocados, and almonds, and also protect or propagate the plants from which nearly 100 medicines, including some that treat cancer, Parkinson’s disease, epilepsy, and heart disease, are derived.  
  
There are many myths surrounding bats that simply aren’t true. Please visit batworld.org and click on “education” to learn the truth about bats and the fact that they are clean, gentle animals that deserve our respect and admiration, and they are critical to our own survival on earth.

Please help spread the word about bats and all the ways they make our lives better! Encourage your readers to seek out Bat Week activities in their communities, and if they can’t find one, hold their own!

Respectfully,

[your name here]