

## Long-Form Copywriting Sample

### **Tupperware® Renews National Park Foundation Partnership**

Our Commitment to Preserving America’s National Parks Continues With A Focus on Waste Reduction and Sustainability

Creating more sustainable national parks for the benefit of parks and park visitors – that’s the mission shared by the National Park Foundation (NPF) and Tupperware®. To honor that mission, Tupperware Brands Foundation, the non-profit arm of Tupperware Brands, has renewed its commitment to support NPF’s efforts to make national parks more resilient for generations to come. We have pledged a multi-year support of \$2 million dollars.

Though recent increases in park visitation are good, they increase the strain on resources too. Tupperware is proud to support critical waste reduction projects, such as new water refill stations, increasing recycle infrastructure, and more!

Since October 2020, Tupperware® has been a premier partner of the National Park Foundation’s Resilience and Sustainability initiative, which aims to support parks by making them more sustainable for the benefit of the parks and park goers. Our charitable donation will keep creating a meaningful impact across some of America’s most treasured spaces.

YouTube [VIDEO](#)

With the support of the Tupperware Brands Foundation, eight parks have already joined our conservation efforts. Their active projects are aimed at improving waste reduction, better signage and the diversion of waste that would otherwise end up in in landfills. These initiatives include:

#### COLUMN 1

Installing and improving water refill stations to reduce single-use plastics and trash. The collective impact of the water refill installations will result in the diversion of nearly 10 million single-use plastic bottles from landfills annually! Composting infrastructure improvements and innovative pilot programs to reduce landfill waste in parks.

#### COLUMN 2

The installation of solar panels on a waste-transfer facility, allowing the facility to maintain the temperature necessary to compost year-round, leading to the diversion of at least 1,000 tons of waste from the landfill per year.

#### COLUMN 3

Recycling infrastructure and education, including signage. Clear signs help visitors properly dispose of trash, recycling, and food waste. Labeling projects to keep certain items out of the landfill and increases waste diversion rates.

## Our National Park Foundation Partners

[BULLETS or N-Dashes to emphasize the parks]

- Grand Canyon national Park
- Yellowstone
- Castillo de San Marcos National Monument
- Fairbanks Alaska Public Lands Information Center
- Great Basin National Park
- National Mall and Memorial Parks
- Wolf Trap National Park for the Performing Arts
- Wrangell-St. Elias National Park and Preserve

### MIGUEL FERNANDEZ, CEO OF TUPPERWARE BRANDS

“Now more than ever, the planet needs our help, and our renewed commitment to the National Park Foundation helps preserve some of America’s most treasured spaces.

When we were approached to continue our partnership, it was not even a question – not only is Tupperware further elevating our leadership in environmental stewardship, we are tangibly supporting conservation, preservation, and sustainability – all critical for the enjoyment of our national parks.

For more than 75 years, Tupperware has been synonymous with minimizing waste, from reusable food containers to keeping vegetables and fruits fresher longer, with innovative, environmentally friendly and reusable products, and we’re pleased to build on our brand’s heritage and the impact of this partnership to continue efforts to educate consumers and prevent waste before it begins.”

Keep Our Parks Fresh.

Interested in learning more? Join the movement. Sign up for our newsletter and become a part of the Tupperware and national park communities as we all work together toward a better future.

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