Subject Line: First Annual Residential Infrastructure Day: May 20, 2024

Dear [recipient],

There’s a new date on the calendar to celebrate the utilities, municipalities and service providers who support the “last mile” of infrastructure. It’s the electric, sewer, water, and cable lines that connect homes to utility systems, and household heating, cooling, and water heating equipment essential for safe, comfortable, and productive daily living.

Residential Infrastructure Day focuses attention on the importance of these facilities and the providers who ensure that all families have equitable access to clean water, comfortable temperatures, efficiency, and communication technology in their homes through education, maintenance and repair solutions, and programs and resources for underserved communities.

To see how supporters across the country are taking part in this important new holiday, follow the #ResidentialInfrastructureDay hashtag on Twitter, Instagram, and Facebook. We hope you’ll join [company name] as we commit to raising awareness about the importance of residential infrastructure among your residents and customers, in your community or across the country.

Sincerely,

[Your signature]