An environmental organisation is inviting suggestions for new ways of raising people’s awareness of the importance of protecting the countryside. You decide to write a letter in which you briefly (1) describe your idea for a publicity campaign. You should also (2) analyse the reasons why, in general, it is important to protect the countryside. WRITE a letter in 280-320 words. (ucles b1 – test 2) (280-320 words)

**PLAN**

**Introduction:** the reason why you're writing this letter // the topic

**Body §A:** (1) describe the campaign: the facts

**Body §B:** (2) importance of nature preservation

**Closing paragraph:** you can make a reference to the organisers – sign off with: Yours faithfully.

**CHECKLIST**

**Content:**
- Number the points you need to include
- Make a spider diagram that covers all the points you’ve numbered

**Organisation:**
- Start with: To the editor, // Dear Sir or Madam,
- Clearly state the reason for writing: I am writing in response to...
- Make a reference to the organisers in the closing paragraph
- End with: Yours faithfully

**Language:**
- Write in a consistently formal register
- Use a range of relevant vocabulary
Dear Sir or Madam,

I am writing in response to your organisation’s invitation regarding proposals for a campaign to promote countryside conservation. I strongly believe that we need to think globally while we act locally, so it would be a great idea if we engaged the young – the future global citizens- in the quest for a clean environment and unspoiled countryside.

To be more specific ‘A green concert with school bands’ would be an excellent idea to sensitize people on the importance of preserving our local traditions that are inextricably linked with the Mediterranean landscape of Attica. In fact all six high schools of our municipality could participate with one school band each in a concert that may take place in the local stadium that can accommodate six thousand people. The bands can play both folklore and more modern songs while local delicacies and examples of craftwork could be exhibited at the entrance of the concert hall. Therefore, except the pupils that will play in the bands we can have a lot more students involved for background support, that is, the preparation of the exhibition and the promotion of the event. In this way more than half of our student population will be involved in the event.

Massive participation in any campaign is the key for its success; especially when such a noble cause -like that of ‘conservation’- is served. Helping the new generation appreciate their natural surroundings and traditions is the most precious legacy we can offer to our descendants. The biosphere is literary our home so it is unquestionably important to keep it clean so that we can have fresh air to breathe and pure water to drink. On top of all this folklore history teaches us to be humble by feeling that we are nothing more than a link in the chain of a long tradition of predecessors that lived and prospered in this very mother land.

Therefore, I urge your forward looking organization, to seriously consider my recommendation for ‘A green concert with school bands’ because it is a simple yet effective idea to develop more respect for our countryside among all the people in our community

Yours faithfully.