



Make the world your domain

.eco Marketing Messages for Sunrise

Below is suggested messaging to include in emails to your clients who want to secure their .eco domain during Sunrise from February 1 - April 2, 2017.
For additional assets and materials, please visit home.eco/registrars.

**.eco is the trusted extension dedicated to a better environment
and made for organizations like yours**

.eco is for you

Whether your business or organization is small or large, .eco is an ideal extension to:

- Showcase your specific commitments to the environment
- Highlight in-house sustainability initiatives, such as a recycling programs, ridesharing programs, being a paper-free company, operating a green data centre and more
- Promote your eco-friendly product be it a hybrid or electric car, an environmentally conscious house cleaning product, organic food or a biodegradable product
- Launch a new environmental awareness campaign
- Protect your brand

.eco facts

- .eco is considered to be one of the 10 most sought-after new domain extensions
- .eco is the new globally trusted extension for those committed to a better planet, including businesses and products, as well as environmental organizations, governments and individuals
- Each .eco domain registration also comes with two value-added services:
 - **.eco profile** where you can showcase your environmental commitments and actions. Creating an .eco profile will allow you to join the thousands of organizations who are already part of the environmental community
 - **.eco trustmark** for you to put on your .eco website