

Dear GBAC STAR™ Applicant,

On behalf of the Global Biorisk Advisory Council (GBAC), a Division of ISSA, the worldwide cleaning industry association, thank you for applying to accredit your facility to GBAC STAR™. We applaud you for your leadership and commitment to ensuring a clean, safe and healthy environment for your employees, customers, and stakeholders.

Now that you have taken the first step to pursuing GBAC STAR accreditation, we encourage you to share the news of your commitment with your customers and media to position your facility as a market leader. To help you prepare marketing and public relations communications, this GBAC STAR Applicant Press Kit includes the following materials:

- Press release template, which you may adapt to your organization's needs
- Social media post samples, which are formatted for your use on Facebook, Twitter, LinkedIn and Instagram
- GBAC STAR media kit materials: Boilerplates, staff bios, official statements from GBAC and ISSA, and previous GBAC-issued press releases
- GBAC logo
- GBAC STAR flyer.

Please note that while your organization is not permitted to use the GBAC STAR seal until you have successfully achieved accreditation, you may use the GBAC logo in communications as long as you indicate that you are pursuing accreditation and are not "accredited," "certified" or make any related claims before your accreditation is complete. GBAC will provide you the official seal and trademark usage guidelines once your facility formally achieves GBAC STAR accreditation.

Thank you again for your commitment to the GBAC STAR facility accreditation program. If you have questions or would like to discuss your marketing or publicity efforts, please contact me directly.

Sincerely,



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