








Epic Earth Day Experiences Around the World – Editorial Send

PM: [REDACTED]

Copy: Andrea Manokian

JIRA: [REDACTED]

Element	Copy Suggestions (a few options)
Subject Line	We  our Earth
	Happy Earth Day   
	Celebrate Planet Earth   
	This Earth Day, explore the world!
	Destination: Earth
	Epic Earth Day adventures
	Top things to do this Earth Day
Preview Text	Sustainable ways to celebrate Earth Day...
	Camping, wildlife, parks, and more.
	There's so much to see!
Header	Epic Earth Day Experiences Around the World
Body Copy	Celebrate our planet by exploring all of the different worlds within it, and most importantly, preserving its natural beauty with sustainable and eco-friendly tours.
CTA	Get inspired
	Explore Earth
	Learn more

CTA Link	https://www.viator.com/blog/Epic-Earth-Day-Experiences-Around-the-World/I98415
Recommended reads	Recommended reads (US-only)
Article 1 Header	A sustainable travel guide to Hawaii
Article 1 Body	Explore the Aloha State with sustainability and accountability in mind—preserving its natural beauty for everyone to enjoy.
Article 1 CTA	Read more
Article 1 Link	https://www.viator.com/blog/A-Sustainable-Travel-Guide-to-Hawaii/I98121
Article 2 Header	Going beyond Utah's mighty five
Article 2 Body	Visit canyons, red rocks, and state parks that remain untouched and relatively tourist-free.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/Going-Beyond-Utahs-Mighty-Five/I98095
Article 3 Header	Places around the US to see flowers this spring
Article 3 Body	Find out where you can witness vast wildflower meadows and endless rows of blossoming trees.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Places-in-the-US-to-See-Flowers-This-Spring/I98206
Recommended reads	Recommended reads (Global)

Article 1 Header	Tips for wild camping in the UK
Article 1 Body	Roam the British countryside with confidence and ease with this helpful guide.
Article 1 CTA	Read more
Article 1 Link	https://www.viator.com/blog/Everything-You-Need-To-Know-About-Wild-Camping-in-the-UK/I94405
Article 2 Header	Why Nairobi is a top destination for wildlife fans
Article 2 Body	Experience the world's most untamed capital city with the largest density of wild animals.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/Reasons-Why-Nairobi-is-a-Top-Destination-for-Wildlife-Fans/I98207
Article 3 Header	Alternatives to America's most popular national parks
Article 3 Body	Avoid tourist hotspots and instead, visit these not-so-typical, yet equally breathtaking parks.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Alternatives-to-Americas-Most-Popular-National-Parks/I94303
Product list header	More Earth Day activities:
Product 1 Header	River rafting in Moab

Product 1 Body (2 lines max)	Float down the Colorado River while taking in Moab's desert scenery and learning about the area's natural history.
Product 1 CTA	Learn more
Product 1 CTA Link	Moab Rafting Morning Half-Day Trip 2023 (viator.com)
Product 2 Header	Red Rock slot canyon tour
Product 2 Body	Discover some of Utah's most popular slot canyons and hop on an all-terrain vehicle for an unforgettable ride.
Product 2 CTA	Learn more
Product 2 CTA Link	Southern Utah Slot Canyons and ATV Ride Small-Group Tour 2023 - Zion National Park (viator.com)
Product 3 Header	Zipline through Učja Valley
Product 3 Body	Zipline through mountaintop vistas into the depths of the Učja River with 10 different zipline courses.
Product 3 CTA	Learn more
Product 3 CTA Link	Bovec Zipline - canyon Učja - the biggest zipline in Europe 2023 (viator.com)
Product 4 Header	Maui adventure: Road to Hana, waterfalls, black sand beach, & more
Product 4 Body	Depart from Kahului on this full-day tour with breathtaking stops along the Hana Highway.
Product 4 CTA	Learn more

Product 4 CTA Link	https://www.viator.com/tours/Maui/Hana-Waterfalls-Black-Beach-and-Turtles/d671-133735P1
-------------------------------	---