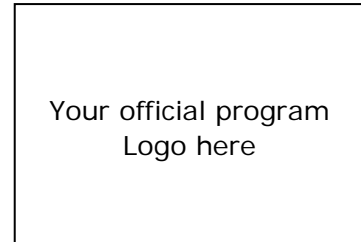


It All Adds Up to Cleaner Air

FOR IMMEDIATE RELEASE



CONTACT:
(Your name)
(Phone number)
(E-mail)

(NAME OF ORGANIZATION) LAUNCHES "IT ALL ADDS UP TO CLEANER AIR" CHALLENGING PARENTS TO REDUCE VEHICLE IDLING

Vehicle exhaust is the leading source of hazardous air pollution in (State), adding to rising rates of childhood asthma

(City, State) (Date) – Parents who idle their cars while dropping off and picking up their children at school probably aren't aware that they may be putting their children at serious health risk. With the "It All Adds Up to Cleaner Air" campaign, **(Organization name)** is asking parents to help keep kids healthy by turning off their car engines. Vehicle emissions are a major cause of air pollution, which contributes to increased rates of asthma, cancer, and other respiratory ailments.

To reduce this health **(Organization name)** is challenging parents to turn off their cars. When students come home from their first day of school next week, they will hand their parents a card to sign, pledging not to idle any car they drive. Classes at **(School names)** will compete for the most pledge cards returned, and those with a 100% pledge rate will receive **(Prize)**. These rewards are being provided as a "thank you" from local businesses.

"The health of our kids rests on all of our shoulders," said **(Name, title, of organization)**. "It is estimated that in just one month, the average driver picking up and dropping off their child generates three pounds of emissions. Just by turning off the ignition, we can make a huge difference in the quality of air we breathe."

Asthma is reaching epidemic proportions in **(State)**. It's the most common chronic illness in children and the cause of most school absences. One out of every 10 children in the state has been diagnosed with asthma and children's asthma symptoms increase as a result of increased exposure to car exhaust.

About (Organization)

(Include short paragraph describing organization issuing release)

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MEDIA ADVISORY PHOTO/INTERVIEW OPP

(YOUR PUBLIC SCHOOL) ANNOUNCES "NO-IDLE" ZONE, ENCOURAGES PARENTS TO PLEDGE TO CLEAN AIR FOR KIDS

WHAT (*Your school*) kicks off yearlong "It All Adds Up to Cleaner Air" campaign to reduce the harmful effects of air pollution on children by encouraging parents not to idle their cars when picking up or dropping kids off at school. Students at (*your school*) "It All Adds Up to Cleaner Air" to help promote clean air and healthy kids.

WHEN (*Day, Month XX, 200X at (Time)*)

WHERE (*Name of location*)
 (*Street Address, Phone number*)

WHY

- The largest source of air pollution in (**State**) is motor vehicle exhaust.
- Air pollution is a health issue, particularly for children. It causes lung disease and worsens existing heart and lung diseases, including asthma.
- Asthma is reaching epidemic proportions in (**State**). One out of every 10 children in the state has been diagnosed with asthma.

INTERVIEWS/VISUALS

- School representative will lead a tour of the school's parking area to show lines of parents idling their cars while dropping off students.
- School representative will show the bus parking area where idling is prohibited.
- Program representative will discuss environmental and health consequences of vehicle exhaust, and the school's commitment to improvement.

MEDIA CONTACT

(Program representative, Program, Phone number, email address)

It All Adds Up to Cleaner Air

NAME OF ORGANIZATION/ORGANIZATION FACT SHEET

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**Name of organization
Name**

(Name of Name of organization)

Address

*(Street address)
(City, State, zip code)*

**Name of organization
Services/Goals**

Our mission is to protect, preserve, and enhance
(**State**) air quality to safeguard public health and the
environment.

The largest source of air pollution in (**State**) is motor
vehicle exhaust.

Air pollution is a health issue, particularly for children.
It causes lung disease and worsens existing heart and
lung diseases, including asthma.

Program/Promotion

To reduce the harmful effects of air pollution on our
state's children, we have joined with (**school**) to urge
parents not to idle their cars.

During (**week**), parents at (**school**) will be asked to
sign a pledge to stop idling their vehicles. Classes with
100% of pledges returned will receive a (**prize**) for
their teacher, compliments of local businesses.

Instructions

Parents can look for an idling reduction pledge card
from their child's school during the first week of class.
For extra pledge cards, parents can contact their child's
teacher or school administrator.

Contact

*(Name of organization contact person, title)
(Name of organization name)
(Phone and fax numbers)
(Email address)*

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ANTI-IDLING STATISTICS

Below are some interesting facts and statistics about idling, vehicle emissions, air pollution and health hazards to use in your press materials.

Air Quality

- Vehicle exhaust is the leading source of hazardous air pollution in (**State**).
- In the past ten years, residents have increased the amount they drive by more than (**Enter percent**)

Vehicle Operation

- Drivers who shut off their engines rather than idling for 30 seconds benefit from both fuel savings and improved air quality.
- Idling isn't an effective way to warm up your vehicle in cold weather. Modern engines need no more than 30 seconds of idling on winter days before driving.
- Idling buses tested had higher concentrations of particulates and carbon than moving buses.
- A bus idling for one hour a day during the school year adds the equivalent of 1,260 miles of wear on the engine.

Impact on Health

- Asthma is reaching epidemic proportions in (**State**). More than (**Fact**) residents have been diagnosed with asthma, including one out of every (**Fact**) children in the state.
- Toxic air pollutants account for an additional (**Fact**) cases of cancer for every million (**State**) residents.
- The World Health Organization reported in 2002 that three million people die each year from the effects of air pollution.
- Elderly people who live in the most polluted areas in the United States are nearly 20% more likely to be admitted to a hospital for a respiratory condition than those who live in cities with the least air pollution.
- The risk of death is 17% larger in higher polluted areas.
- Diesel exhaust contains both carbon particulates and 40 chemicals that are classified as "hazardous air pollutants" under the Clean Air Act.

Impact on Children

- Asthma is the most common chronic illness in children and the cause of most school absences.
- Children's asthma symptoms increase as a result of car exhaust.
- In the United States well over 425,000 school buses transport 24 million students to school daily.
- For one child, a half-hour ride to school, and a half-hour ride home each day amounts to 180 hours per school year—90 full 24-hour-days over 12 years of school.

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SPOKESPERSON BIOGRAPHY

(Name, Program Spokesperson Title)

(Biographies should always be short but complete and include:)

- *(Full name and official title)*
- *(Brief description of key responsibilities at current position)*
- *(Relate job duties to your program and mission)*
- *(List and summarize relevant prior positions)*
- *(List interesting personal information)*
- *(Describe education history, degrees earned and/or relevant training)*

SAMPLE

Thomas Fitzsimmons, Washington State Department of Ecology Director

Thomas C. Fitzsimmons serves as director of the Washington State Department of Ecology (DOE). He manages over 1,400 employees and a \$237 million biennial budget that ultimately helps to protect and enhance air, land and water resources. Mr. Fitzsimmons has been with DOE for over five years and worked extensively in the public sector during his professional career. Prior to his tenure with DOE, he served as Governor Gary Locke's transition director, helping the then governor-elect select key staff and Name of organization directors, develop budgets and provide for a smooth transfer of administration at the capital. Mr. Fitzsimmons also has experience on the local level, working to improve Thurston and King Counties over 15 years. Prior to his work in public service, he owned and managed a consulting firm focused on economic development and management. Mr. Fitzsimmons received his masters' degree in Public Administration from Seattle University and bachelors' degree from University of Washington.