

News Release

For immediate release

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>>City and assignment editors<<



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Healthy Air Living tool kits now available!

Week-long event features activities, Prius contest

FRESNO – As Healthy Air Living Week (July 7-13) approaches, the Valley Air District has made available free tool kits to enable individuals, businesses and organizations to not only make clean-air choices but to also to enter a drawing for a new Toyota Prius!

The tool kits contain a wide array of resources, suggestions and materials for use in many settings, with the objective of reducing our emissions, Valley-wide, every day. Healthy Air Living is the Air District's most comprehensive initiative ever, and aims to improve the quality of life for all Valley residents through meeting clean-air deadlines years ahead of schedule.

"We have been delighted with the response to Healthy Air Living," which was first rolled out to the public in a series of three day-long summits in March, said Jaime Holt, the District's Chief Communications Officer. "We've had many requests for these tool kits and want to encourage people to request one while they are still available."

The tool kits can be of particular use during the upcoming Healthy Air Living Week, during which dozens of events and activities are planned Valley-wide, including free transit opportunities, special recognitions by city and county governments, alternative-transportation events, forums and other activities – including a drawing for a brand-new Toyota Prius hybrid automobile!

Some of the contents of the tool kits are resource books on transportation alternatives for employees and telecommuting how-tos; sample newsletter articles and graphics; and "pledge cards," tailored for individuals, businesses and faith-based communities, which permit entry to the Prius drawing.

To be eligible for the drawing, an individual, business or organization must pledge to try several emission-reducing alternatives during Healthy Air Living Week. Then, the pledge card is submitted to the Air District and entered in the drawing:

* An individual would commit to alternatives such as avoiding using a leaf blower, riding a bike to work at least three days and minimizing car use. They would indicate which seven alternatives they will try and then submit the pledge card to the District for contest entry.

* For businesses, the menu of options include sponsoring in-house lunchtime activities for employees, subsidizing mass transit for employees and offering telecommuting for the week. A business would commit to trying 10 options, submit the pledge card to the District and then receive a verification code from the District, which would enable their entire work force to enter the drawing.

* Faith-based communities would commit to at least seven options, which include discussing Healthy Air Living at a service, allowing the parking lot to be used as a park and ride lot during that week, and switching to electric yard-care equipment. The pledge card would then be submitted to the Air District, which will issue the community a verification code, enabling all congregants to enter the contest.

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“There are numerous clean-air alternatives for any individual or organization, and we’re confident that everyone can find something to commit to during Healthy Air Living Week,” Holt said.

The deadline to enter the drawing is July 31. The winner will be announced at the Aug. 21 at a meeting of the Air District’s Governing Board.

For more information on Healthy Air Living Week, to request a tool kit or receive a pledge card, visit the new website, www.healthyairliving.com. Healthy Air Living information is also available at myspace.com/valleyairdistrict and Facebook.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and San Joaquin Valley air basin portions of Kern. For assistance, contact the nearest District office in Modesto at (209) 557-6440, Fresno (559) 230-6000 or Bakersfield (661) 326-6900.