

News Release

For immediate release

11-25-09



San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT



TO: local news and assignment editors

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MEDIA ADVISORY

WHO: Fortino Munguia, winner of a new Chevy Malibu Hybrid
Seyed Sadredin, Executive Director/APCO, Valley Air District
Brett Hedrick, owner, Hedrick's Chevrolet and representing Central Valley Chevy Dealers
Claudia Encinas, Bilingual Public Information Representative, Valley Air District

WHAT: Mr. Munguia claims car

WHEN: 11a.m., Monday, Nov. 30

WHERE: Hedrick's Chevrolet, 961 W. Shaw Ave., Clovis

Caruthers man wins new Malibu Hybrid

Healthy Air Living program includes annual giveaway

Fortino Munguia of Caruthers will claim his new Chevy Malibu Hybrid car on Monday at Hedrick's Chevrolet in Clovis.

Mr. Munguia is the grand-prize winner of the Valley Air District's second annual Healthy Air Living hybrid giveaway contest. Central Valley Chevy Dealers, a trade group that stretches from Hanford to Stockton, was proud to be a sponsor of the 2009 Healthy Air Living Campaign, which began in July and lasted through the summer. The dealers' group generously donated the prize vehicle.

The Central Valley Chevy Dealers believe that if each person makes even one change in his or her daily routine, the air we breathe can be healthier. Here are some Central Valley Chevy Dealers suggestions to help reduce pollution in our Valley:

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- Start a carpool.
- Avoid drive-through services.
- Drive a hybrid.

With its low MSRP, Malibu Hybrid is the most affordable midsize hybrid in America, and it offers an EPA-estimated 34 MPG highway. The car is one of eight fuel-efficient Chevy models that get more than 30 MPG.

As one way to gain entry into the hybrid give-away contest, Valley residents were asked to visit participating dealerships and learn how hybrid vehicles can improve air quality in the Valley.

“We’re thrilled to be able to offer such an outstanding vehicle as a way to help reduce emissions in the Central Valley,” said Seyed Sadredin, the Air District’s executive director and air pollution control officer. “It really brings home the importance of considering emissions when making a vehicle purchase for the benefit of cleaner air.”

Healthy Air Living is a year-round program that gives people the tools and encouragement they need to make changes in their individual behaviors and thereby reduce their emissions, improving the quality of life for all Valley residents. As more than half of all the Valley’s emissions are produced by motor vehicles, reducing vehicle miles traveled -- or driving a hybrid -- are effective ways to achieve this.

“While this new car is a dramatic representation of clean-air changes, every change we can make on a personal level, no matter how big or small, is a critical step toward cleaning up the air for all of us,” Sadredin said.

For more information and resources about how to live a Healthy Air life, visit www.healthyairliving.com. To learn more about the Chevy Malibu Hybrid or Central Valley Chevy Dealers, visit www.centralvalleychevydealers.com.

For information about the Valley Air District, call a regional office: in Fresno, 559-230-6000; in Bakersfield, 661-392-5500; and in Modesto, 209-557-6400; or visit www.valleyair.org.

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