

News Release

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For Immediate Release



San Joaquin Valley
AIR POLLUTION CONTROL DISTRICT

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Central Valley Chevy Dealers donate hybrid car for clean-air contest

Local dealers support Healthy Air Living program

Central Valley Chevy Dealers will give away a brand new Malibu Hybrid to promote Healthy Air Living throughout the Valley.

Today, Valley Air District officials and the Central Valley Chevy Dealers announced a joint public education effort aimed at promoting clean-air lifestyle choices.

Seyed Sadredin, the Air District's executive director and air pollution control officer, praised the Central Valley Chevy Dealers and expressed hopes that this partnership will not only help with the region's tough air-quality challenges, but will also help lift local businesses in the Valley.

"This partnership signals innovation and a new thinking that foretells a brighter future for Chevy dealers throughout the Central Valley," said Seyed Sadredin.

"We feel honored that the Air District selected Chevrolet as the vehicle manufacturer for this campaign," said Brett Hedrick, president of the Fresno Area Chevrolet Marketing Association and co-owner of Hedrick's Chevrolet in Clovis.

Hedrick said the contest serves a valuable purpose in educating people about cleaner vehicles, a priority of Chevrolet.

"We have a greater selection of fuel-efficient vehicles than any other manufacturer," Hedrick said. "We would like people to associate Chevrolet with 'healthy.'"

A new Malibu hybrid car is the grand prize in the summer clean-air contest. The contest, open to anyone at least 18 years old and a resident of the eight-county air basin, encourages residents to submit clean-air pledges to reduce pollution-causing emissions and put Healthy Air Living principles into practice in their lives.

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“We hope this valuable incentive encourages people to learn more about ways they can reduce pollution and put some of those alternatives into practice,” said Sadredin.

Healthy Air Living is a year-round initiative that encourages residents, businesses and other organizations to examine their everyday habits and make decisions with air quality in mind. For example, carpooling, using mass transit and reducing vehicle miles traveled each week – as well as driving a hybrid -- are ways to incorporate Healthy Air Living principles into everyday decision making.

The Healthy Air Living contest begins Aug. 3 and runs through September. Valley residents can enter by visiting one of 19 participating Chevy dealerships in the Central Valley:

City	Dealer
Chowchilla	Steves Chevrolet
Clovis	Hedrick's Chevrolet
Dinuba	Ed Dena's Auto Center
Firebaugh	Firebaugh Chevrolet
Fresno	Michael Chevrolet
Hanford	Keller Motors
Jamestown	Sierra Motors
Lodi	Sanborn Chevrolet
Madera	Madera Chevrolet
Merced	Courtesy Chevrolet
Modesto	American Chevrolet
Oakdale	Steves Chevrolet
Patterson	Thompson Chevrolet
Sanger	Sequoia Chevrolet
Selma	Liberty Chevrolet
Stockton	Chase Chevrolet
Tracy	Tracy Chevrolet
Tranquillity	Gill Chevrolet
Turlock	Smith Chevrolet

Residents of the Valley air basin portion of Kern County can enter by submitting a personal pledge card, available at www.healthyliving.com.

Limit one entry per person; additional rules and regulations apply. For full details and an online version of the pledge card, visit www.healthyliving.com, or contact the Valley Air District: in Fresno at 559-230-6000; in Modesto at 209-557-6400; and in Bakersfield at 661-392-5500.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the Valley air basin portion of Kern. Visit www.valleyair.org to learn more.