

For immediate release 8-14-15

Attn: Local news, business and assignment editors

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MEDIA ADVISORY

Back-to-School Air Quality Press Conference

WHAT: News conference to announce first Air Alert of season

WHEN: 10:30 a.m., Wednesday, August 19

WHERE: Air District offices:

Fresno (1990 E. Gettysburg Ave.)

Modesto (4800 Enterprise Way)

Bakersfield (34946 Flyover Court)

Emissions related to the increase in traffic and vehicle idling that occurs during the Back-to-School season often bring episodes of poor air quality. The purpose of this press conference is to discuss the potential of calling an Air Alert over the next few weeks if air quality begins to deteriorate.

Air Alerts are declared Valley-wide when conditions such as increased emissions, high temperatures and stagnant air flow are favorable for ozone accumulation. During an Air Alert episode, which may last several days, residents and businesses are urged to reduce vehicle emissions by driving less, refraining from idling their vehicles, carpooling or vanpooling and avoiding the use of drive-through services. Other measures, such as shifting ozone-creating activities including lawn maintenance to early mornings, can also help offset rising ozone levels.

The press conference will highlight and explain the following air quality tools and programs:

- Air Alerts
- The Healthy Air Living Schools program which includes the Turn the Key, Be Idle Free campaign
- The Real-time Air Advisory Network (RAAN) which gives residents current, hourly air quality data www.valleyair.org/RAAN
- The Web-based Archived Air Quality (WAAQ) system which gives residents historical air quality data www.valleyair.org/WAAQS

To receive notification of an Air Alert, call 1-800 SMOG INFO (766-4463); subscribe to a free, automated email notification at www.valleyair.org/lists/list.htm; visit www.valleyair.org or www.healthyairliving.com or call a District office in Fresno (559-230-6000), Modesto (209-557-6400) or Bakersfield (661-392-5500).

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Media info: You can use the following links to access our FTP site, where you will find charts and graphs related to this event "2015 Back-to-School Media Files".

For users using a browser:

<ftp://vadpublicdoc:public.education@ftp.valleyair.org/Private/OC/>

For users using an FTP application:

<ftp://ftp.valleyair.org/Private/OC/>

Username: vadpublicdoc

Password: public.education