

# News Release



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## Spare the Air season begins June 6

### *Annual program marks 10<sup>th</sup> year in Valley*

**May 31** – The San Joaquin Valley's 10<sup>th</sup> Spare the Air season begins Tuesday, June 6, and Valley employers are gearing up for the voluntary summertime program that aggressively fights air pollution.

Spare the Air runs through September. During that time, the Valley Air District typically forecasts 20-45 Spare the Air Days -- depending on location - when the air quality is expected to be unhealthy. The primary air-pollution problem in the Valley during summer is ozone, the main ingredient of smog.

“Valley employers have been crucial in helping to educate residents about air-quality issues,” said Jaime Holt, the District’s Public Information Administrator. “We can always count on them to partner with us in conveying important air-quality information.”

When the District forecasts a Spare the Air Day, e-mail or fax notices are sent to employers who have registered in the program. They, in turn, notify their employees and encourage them to adopt air-friendly behaviors that will help reduce pollution levels. Despite years of air-quality improvements, the Valley air basin still is one of the country’s worst for summertime smog.

Spare the Air program participation is free of charge and the District provides employer participants with brochures, notification posters and incentive items. Additionally, the Spare the Air status is updated daily, by county, on the District’s toll-free phone line: 1-800-SMOG INFO (766-4463) and at [www.valleyair.org](http://www.valleyair.org) <<http://www.valleyair.org>>.

There are many ways residents can Spare the Air that include everyday activities such as:

- ? Sharing a ride, vanpooling or taking mass transit instead of driving alone;
- ? Postponing the use of gas-powered lawn-care equipment;
- ? Using an electric briquette lighter instead of lighter fluid; and
- ? Keeping the car tuned up.

For more information on how to Spare the Air or become an employer partner, log onto [www.valleyair.org](http://www.valleyair.org) <<http://www.valleyair.org>> or call 559-230-5853.