

## **Air District introduces 'Air-Friendly Fridays'**

The Business Journal, Fri., Aug. 5, 2011

The San Joaquin Valley Air Pollution Control District is introducing Air-Friendly Fridays, a new outreach program that encourages businesses and employees to make air-friendly adjustments to their lifestyles one day each week.

Air-Friendly Fridays provides an opportunity for employees to engage in healthy air living activities such as sharing a meal or ride each Friday. Employees can reduce emissions in workplace-centered activities by carpooling, bringing a lunch, bicycling or walking to lunch and linking trips.

"Air-Friendly Fridays was developed for businesses," said Sayed Sadredin, executive director and air pollution control officer for the Air District. "By simply making one change, one day a week, in work-centered activities that create emissions, the Valley's air quality will benefit significantly, and the camaraderie that can result is an added benefit to employees."

Anything that encourages driving less with the benefit of improving the air will validate the individual as an active participant in Air-Friendly Fridays. To encourage participants to make "One change, on one day, every week," more than 8,000 businesses will receive information from the Air District on how they can participate in Air-Friendly Fridays, and how they can become a "healthy air living partner."

## **Air district launches 'Air-Friendly Fridays'**

Visalia Times-Delta and Tulare Advance-Register, Fri., Aug. 5, 2011

The San Joaquin Valley Air Pollution Control District wants drivers to help clean the air by practicing "air-friendly Fridays."

The district encourages residents to carpool, pack a lunch for work, ride a bike or walk instead of driving on Fridays, or start any other practice that helps reduce emissions.

The district is sharing more information with more than 8,000 local businesses on ways they can help their workers band together to clean the air.

Information: [www.healthyairliving](http://www.healthyairliving).