

# News Release

For immediate release

Aug. 19, 2008

>>City, business and assignment  
editors<<



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## **Prius drawing, awards highlight Aug. 21 board meeting** *Healthy Air Living Week recap on agenda*

### **MEDIA ADVISORY**

#### **WHAT:**

Drawing for Toyota Prius  
Clean Air Champions awards  
Commute Green in the San Joaquin corporate challenge winners  
Winner of first Healthy Air Living video contest presented

#### **WHEN:**

Thursday, Aug. 21, 9 a.m.  
Governing Board meeting

#### **WHERE:**

San Joaquin Valley Air Pollution Control District office  
1990 E. Gettysburg, Fresno  
Videoconferenced to Modesto (4800 Enterprise Way) and Bakersfield (2700 M St., ste. 275) offices

#### **ETC.:**

District staff available for interviews

The much-anticipated drawing for a new Toyota Prius automobile and awards for commuting, championing clean air and a video contest highlight this month's Governing Board meeting of the Valley Air District on Thursday.

The agenda for the meeting, which starts at 9 a.m., also includes a comprehensive recap of the inaugural Healthy Air Living Week, which ran July 7-13. Healthy Air Living is a year-round initiative that seeks to reduce emissions through making air quality a priority in day-to-day decisions.

More than 4,000 individuals from all eight Air District counties are contending to win the new Prius. They are eligible as a result of submitting "pledges" to the District, promising to adopt numerous air-friendly behaviors during Healthy Air Living Week.

In addition to personal, business and faith-community pledge support for Healthy Air Living Week, more than 40 municipalities adopted formal proclamations supporting Healthy Air Living, a resounding commitment to join in pollution-reducing strategies year-round.

"While we were not surprised that we would receive an enthusiastic response to our call to clean-air action, we are stunned at the level of participation by Valley residents and businesses," said Seyed Sadredin, the District's executive director and air pollution control officer. "The Valley always delivers."

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## Valley embraces Healthy Air Living Week

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Healthy Air Living Week was a seven-day series of organized clean-air events and activities throughout the air basin that emphasized the need to make air quality a priority decision, personally and at work, every day.

As part of the Healthy Air Living strategy, businesses and residents were asked to commit to making small changes in typical pollution-producing activities for at least one week. Committing to several alternatives – such as carpooling, avoiding drive-through restaurants or using electric yard-care equipment – gained the participant entry into a drawing for a brand-new hybrid automobile.

Examples of personal pledges were:

- \* Reducing vehicle miles traveled by using public transportation;
- \* Linking trips and minimizing car use;
- \* Bringing lunch to work instead of driving.

For businesses, examples of pledges were:

- \* Adopting alternative work schedules or offering telecommuting;
- \* Offering employees incentives for alternative transportation to and from work;
- \* Offering on-site services for employees such as dry cleaning drop off and pick up, lunch ordering or direct deposit of payroll checks.

Faith-based communities also were encouraged to pledge during Healthy Air Living Week. Some of these pledges were:

- \* Dedicating preferred parking spaces to carpools;
- \* Adjusting thermostats to 78 degrees or higher;
- \* Discussing Healthy Air Living in a congregation service.

Also slated for presentation at the meeting are the 18 Clean Air Champion awardees, representing Valley business, nonprofits, faith communities, municipalities and individuals. Winners were selected for their innovation and commitment to achieving clean air.

Twenty-three Valley organizations also stepped up to the challenge to reduce emissions from employee travel during Healthy Air Living week in the Commute Green in the San Joaquin Corporate challenge, which encouraged alternative transportation. Air District officials are confident that the changes pledged and made during Healthy Air Living Week will become habitual for many participants, and will help the entire Valley breathe easier, all the time.

Also at the meeting will be the Air District's first-ever Healthy Air Living video contest winner, Brad Cornwell's video class at Modesto's Johansen High School. (You can see the winning video at <http://www.healthyairliving.com/welcome.htm#SuccessStories>.)

"We continue to be grateful for the level of participation among the Valley's residents and organizations in rising to the challenge of cleaning up our air," said Jaime Holt, the District's chief communication officer. "We can't help but be successful."

For a comprehensive Healthy Air Living Week recap including a complete list of municipalities issuing proclamations, Clean Air Champions, Commute Green in the San Joaquin winners, and information on the Toyota Prius drawing, please access the 2008 Healthy Air Living Week Recap at [www.healthyairliving.com](http://www.healthyairliving.com).

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and San Joaquin Valley air basin portions of Kern. For assistance, contact the nearest District office in Modesto at (209) 557-6440, Fresno (559) 230-6000 or Bakersfield (661) 326-6900.