

News Release



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Going Going *Lawnmower discount coupons still available as Spare the Air countdown begins*

(May 27) For a few more days, Valley residents can still obtain a coupon for a hefty discount on an air-friendly lawnmower.

The lawnmower-discount program kicks off the San Joaquin Valley Air Pollution Control District's ninth Spare the Air season, which starts June 8.

While supplies last, any resident of the District's eight counties can receive a coupon for a significant savings on a clean-running, electric or reel (push) lawnmower, redeemable at Orchard Supply Hardware June 5-8. With the discount, retail prices for the four models of mowers range from \$34.99 for a reel mower to \$141.99 for a corded, electric mower.

The District, OSH, Black & Decker and American Lawnmower Company are co-sponsoring the discount program.

"We've gotten an excellent response to the offer," said Anthony Presto, the District's Public Education representative in Modesto, who is coordinating the lawnmower program. "We've still got a few coupons left on a first-come, first-served basis."

Spare the Air is the Air District's voluntary summertime program that addresses ozone, or smog, pollution. The District issues a notification prior to each day air quality is forecast to be unhealthy, which encourages people to adopt air-friendly, non-polluting behaviors, such as carpooling instead of driving solo; reducing the number of vehicle trips taken that day; using an electric briquette lighter instead of starter fluid for a barbecue; using non-aerosol pump sprays, etc.

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About 750 Valley employers have also pledged to notify their employees of Spare the Air days and provide encouragement for adopting alternative behaviors, such as carpooling or bringing their lunch to work those days.

“Because more than half of our smog problem comes from vehicle use, it’s really important that people are supported in their decision to park the family car on a Spare the Air day,” said Janelle Schneider, the District’s Spare the Air employer coordinator.

Spare the Air notifications are issued the day before a Spare the Day is forecast and distributed by fax and e-mail; via the media; posted on the District’s website, www.valleyair.org; and on a recorded phone message at 1-800-SMOG INFO. Additionally, the District is rolling out a multimedia campaign with the start of the Spare the Air season through billboards, radio and TV in all eight counties.

There are typically upwards of 30 Spare the Air days each season, which runs from early June through September. The District forecasts a comparable number of Spare the Air days this year.

“This program has been very successful in educating Valley residents about the sources of summertime smog. Now, we’re counting on everyone to follow through with their actions to help improve air quality,” Schneider said.

For more information on obtaining a lawnmower coupon, log onto www.valleyair.org or call District offices at (209) 557-6400 (Modesto), (661) 326-6900 (Bakersfield) or (559) 230-6000 (Fresno). For information on Spare the Air days or how to become a Spare the Air Employer Partner, visit the website or call (559) 230-5853.

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