

VALLEY AIR NEWS

Mark your calendar

March 9, Fresno

Tree Fresno Presents the
Brooke Insurance Healthy Living Fair
Tower District

March 25, Bakersfield

Healthy Air Living Summit

Holiday Inn Select, 801 Truxtun Ave.

March 26, Fresno

Healthy Air Living Summit

Radisson Hotel, 2233 Ventura St.

March 27, Modesto

Healthy Air Living Summit

Doubletree Hotel 1150 Ninth St.

April 12, Riverbank

Beyond Earth Day, Galaxy Theatres
2525 Patterson Road

April 19, Modesto

Earth Day Festival, Graceada Park
Needham & Sycamore Avenues

April 19, Visalia

Earth Day at Recreation Park
345 North Jacob Street

April 20, Stockton

Earth Day Festival, Victory Park
Acacia & Pershing Avenues

April 26, Bakersfield

Earth Day Festival, CSU Bakersfield
9001 Stockdale Highway

MAY 2008

National Clean Air Month

May 12 - 16

Bike to Work Week

May 15, Modesto

Bike to Work Day, Tenth Street Place
1010 Tenth Street

July 7-13

Healthy Air Living Week

Air District introduces ambitious new program

The San Joaquin Valley Air Pollution Control District is unveiling a new, comprehensive initiative that aims to improve the health and life of all residents through effective, efficient and entrepreneurial strategies that clean the Valley's air.

Healthy Air Living, a year-round program, offers "tools" for every segment of the Valley's population to make better choices that will improve the Valley's air quality and consequently, quality of life.

"This is the broadest, most comprehensive initiative the District has ever undertaken," said Seyed Sadredin, the District's executive director. "We envision Healthy Air Living becoming an exciting part of the Valley's fabric of life: The way we live and the way we do business."

Healthy Air Living will also supplant the long-standing, Spare the Air summertime notification program, which involved the active efforts of more than 700 Valley employers, the education community and residents.

"Although Spare the Air will cease to exist per se, we will wrap components of this signature program into Healthy Air Living," said Jaime Holt, the District's chief communications officer.

Among the components of Healthy Air Living are:

- Resources for encouraging transportation alternatives;
- Promotion of "green" contracting;
- Partnerships with businesses, faith-based organizations, municipalities and health organizations;
- Incentives; and
- Healthy Air Living Week, July 7-13, a



week-long focus on lifestyle alternatives that benefit air quality.

Healthy Air Living is also a critical component of the District's long-term strategy for reaching attainment of health-based air-quality standards.

The District will formally introduce Healthy Air Living in three free spring-time summits:

- March 25 in Bakersfield, Holiday Inn Select Hotel and Conference Center;
- March 26 in Fresno, Radisson Hotel and Conference Center; and
- March 27 in Modesto, Doubletree Hotel.

The public, business, municipalities, and local organizations are welcomed and encouraged to attend.

"Healthy Air Living is ambitious, and we have no doubt that it will be embraced by the entirety of the Valley's population. It will change the way we live, work and play in the Valley," said Sadredin.

For more information on Healthy Air Living or to register for the summit, visit the District's website (seen below).