

# News Release



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## New Spare the Air season begins

**June 4** – The 2007 Spare the Air season begins Tuesday, June 5, and Valley employers are gearing up for the voluntary summertime program that aggressively fights air pollution.

The San Joaquin Valley's Spare the Air season runs through September. During that time, the Valley Air District typically forecasts 20-45 Spare the Air Days within the eight-county air basin -- 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.

Cars, trucks and other mobile sources, which contribute more than half of the smog-forming pollutants in the Valley, are not under the jurisdiction of the Air District. Therefore, programs such as Spare the Air are invaluable in encouraging the Valley's residents to take an active part in reaching federally mandated deadlines for achieving clean air.

"Spare the Air is a popular program that always generates a high degree of public participation," said Jaime Holt, the District's Public Information Administrator. "Employers are a crucial link in conveying this 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 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 at 1-800 SMOG INFO (1-800-766-4463) and online at [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) or call 559-230-6000.