

News Release

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For Immediate Release



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Air District introduces Healthy Air Living ***Residents can win an electric lawn mower at free kick-off events***

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

To introduce this historic initiative to the Valley, the Air District is hosting three Healthy Air Living summits in Bakersfield, Fresno and Modesto during the last week of March. These free events will showcase successful voluntary strategies developed by businesses and individuals that provide air-quality benefits while also positively affecting issues such as economics or employee moral. The District is actively recruiting businesses to present their strategies at these events, and the public is encouraged to attend. A clean electric lawn mower will be given away at each of these events to showcase one of the many ways small changes can make a big difference.

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

Healthy Air Living, a year-round, voluntary program, offers “tools” for every segment of the Valley’s population to make better lifestyle choices that will improve the Valley’s air quality and, consequently, quality of life. The initiative focuses on providing businesses, municipalities, members of the public and organizations with concrete, tangible strategies that will produce emission reductions, while also providing an economic or social benefit whenever possible.

“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.”

The goals of Healthy Air Living are:

- To make air quality a priority in all business and individual decisions;
- To reduce Vehicle Miles Travel (VMT);
- To reduce emissions from high emitting equipment and process;
- To reduce emissions through energy efficiency and cleaner fuels and/or equipment.

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Healthy Air Living

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

Key to the new initiative is Healthy Air Living Week, planned for July 7-13, which aims to provide a snapshot of Valley life wherein everyone considers air quality when making daily decisions in both their business and private life. The Air District will offer significant incentives, such as the chance to win a hybrid vehicle, and tools to encourage all Valley residents and businesses to participate.

"Healthy Air Living is ambitious, and I hope 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.

Healthy Air Living supplants the longstanding 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.

For more information on Healthy Air Living or to register for the summit, visit www.healthyairliving.com or call the District's offices in Fresno (559-230-6000), Bakersfield (661-326-6900), or Modesto (209-557-6400).

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and SJV air basin portions of Kern. Visit www.valleyair.org to learn more.