

San Joaquin Valley Air Pollution Control District
Media Release

For immediate release:
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Air District requests advertising proposals for Hmong outreach

The San Joaquin Valley Air Pollution Control District today issued a request for proposals to find an agency that can implement multi-media, public outreach and education programs in the Hmong language. The deadline for proposals is 5 p.m., May 22, 2003.

Details regarding this request for proposals are available online at www.valleyair.org by clicking on "Public Notices." Proposal packets are also available by calling the District offices in Modesto at (209) 557-6472.

The District relies upon the public's awareness, understanding and support of residential wood burning curtailment and Spare the Air campaigns in order to change individual lifestyle throughout all eight Valley counties and achieve established air quality improvement goals.

The chosen agency will be responsible for developing and implementing comprehensive, paid and public service advertising campaigns by using a variety of media and outreach strategies to deliver the District's message in a manner understandable and culturally appropriate to the Hmong community.

Implementation of the Spare the Air campaign in Hmong is scheduled to take place in August 2003. The residential wood burning curtailment campaign is scheduled for November 2003.