

News Release



San Joaquin Valley
Air Pollution
Control District

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New Spare the Air season starts Tuesday

June 1 - More than 700 Valley employers and thousands of their employees are gearing up for the ninth season of Spare the Air, the voluntary summertime program that aggressively fights air pollution.

The 2005 season begins Tuesday and runs through September. During that time, the Valley Air District typically forecasts from 20-45 Spare the Air Days, depending on location, when the air quality is expected to be unhealthy.

"We've consistently gotten a lot of participation from Valley companies, and every year, we sign on more employers to the program," said Jaime Holt, the District's Public Information Administrator. "We're very pleased with the response we've gotten."

When the District forecasts a Spare the Air Day, e-mail or fax notifications 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 ozone (smog) 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 program participation is free of charge and the District provides employer participants with brochures, notification posters and incentive items. Additionally, Spare the Air status is updated daily, by county, on the District's toll-free phone line: 1-800-SMOG INFO (766-4463) and at www.valleyair.org <<http://www.valleyair.org>>.

There are many ways residents can Spare the Air that include everyday activities such as:

- Carpooling, 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 559-230-5853.