

SAMPLE NEWS RELEASE

For immediate release

Month Date Year

Name of Business joins state clean air campaign

Clean air pledge will contribute to healthier air

Name of business has taken a new pledge to keep Indiana's air cleaner. As a participant in the Clean Air Indiana campaign, Name of business is partnering with the Indiana Department of Environmental Management (IDEM) to keep ozone levels lower this summer.

"Quote #1 from company representative here," said company representative, Name of representative. "Quote #2 from company representative."

"All of us taking action to reduce emissions will help the entire state meet the federal standards for healthy air," said IDEM Commissioner Thomas Easterly. "The community can be proud of Name of business for making a commitment to healthier air."

As a member of the Clean Air Indiana campaign, Name of business has pledged to take the following actions:

- Action 1
- Action 2
- Action 3

Ground-level ozone is formed when sunlight and hot weather bake vehicle exhaust, factory emissions and gasoline vapors. Ozone in the upper atmosphere blocks ultraviolet radiation, but ozone near the ground is a lung irritant that can cause coughing and breathing difficulties.

Name of business joins IDEM in encouraging everyone to help reduce ozone by making simple changes to their daily habits. Some suggestions include:

- Walking, biking, carpooling or using public transportation;
- Avoiding the drive-through and combine errands into one trip;
- Refraining from mowing your lawn until cool evening hours;
- Turning off your engine when idling for more than 30 seconds; and,
- Conserving energy by turning off lights or turning down the air conditioner.

People who are sensitive to poor air quality may be particularly affected when ozone levels are high. Children, the elderly and anyone with heart or lung conditions should reduce or avoid exertion and heavy work outdoors.

IDEM examines weather patterns and current ozone readings to make daily air quality forecasts. To learn more about ozone or sign up for air quality forecasts, visit

www.SmogWatch.IN.gov.

About IDEM

Boiler plate

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