



NEWS

FOR IMMEDIATE RELEASE
July 16, 2012

CONTACT: Jennifer Jones
415.749.4794

Air District's Great Race for Clean Air revs up ***Competition promotes alternatives to driving alone***

SAN FRANCISCO – The race is on between Bay Area employers to reduce pollution and improve air quality by encouraging employees to register for the Bay Area Air Quality Management District's Great Race for Clean Air and change how they commute to work.

Registration for the annual Bay Area Air Quality Management District's Great Race for Clean Air commuter challenge for employers begins Monday, July 16. The annual event is a spirited competition between Bay Area companies and organizations of all sizes to encourage their employees to try alternatives to driving alone. Last year, 190 companies from all nine Bay Area counties took action that removed 435 tons of CO₂.

"The most effective way to reduce air pollution is to reduce the number of commuters on Bay Area roads each day," said Jack Broadbent, executive officer of the Air District. "The Great Race for Clean Air is a fun, competitive way to improve air quality, reduce traffic and save money while giving Bay Area commuters opportunities to try alternatives to driving alone."

From September 1 through October 31, 2012, thousands of Bay Area commuters will participate in ridesharing, vanpooling, biking, walking or riding transit. At the conclusion of the Great Race, winning company teams will be recognized for highest CO₂ savings and highest average of "clean commute days" logged per participant. Employers in small, medium and large employer categories will be recognized for achieving the highest rate of employee participation. Last year's winners included AT&T, Agilent Technologies, Fireman's Fund, Adobe and the U.S. Coast Guard.

Registration for employers runs from July 16 through August 31, 2012, at www.sparetheair.org. Companies register for the program and their employees keep track of their "clean commute days" through an online journal. All participating employees will automatically be entered into weekly random drawings for dozens of incentive prizes from the Great Race for Clean Air, such as gift cards to local merchants.

The Great Race for Clean Air is sponsored by the Air District in partnership with 511 Rideshare. For more information about Spare the Air, visit www.sparetheair.org.

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency responsible for protecting air quality in the Bay Area. For more information about Spare the Air, visit www.sparetheair.org.

###