BAY AREA
AIR QUALITY
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DISTRICT

NEWS

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Air District kicks off Great Race for Clean Air
Competition encourages commute alternatives

SAN FRANCISCO – Registration for the annual Bay Area Air Quality Management District's *Great Race for Clean Air* commuter challenge for employers begins Thursday, May 13.

"Reducing the number of single occupancy vehicles is one of the most effective ways to reduce air pollution," 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 an opportunity to try alternatives to solo driving."

Registration for employers runs from May 13 through July 15, 2010, at www.spareheair.org. Participating employees will automatically be entered into weekly random drawings for incentive prizes such as gift cards to local merchants.

From August 1 through September 30, thousands of Bay Area commuters will join in this employer competition to try alternatives to driving solo – such as ridesharing, vanpooling, biking, walking or riding transit. At the conclusion of the Great Race, one winning employer in each county will be recognized for highest CO_2 savings *per capita.* In addition, three employers in each county will be recognized for achieving highest rate of employee participation.

The Great Race for Clean Air is sponsored by the Air District and implemented by Air District-supported Air Quality Resource Teams throughout the nine-county Bay Area. 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 chartered with protecting air quality in the Bay Area. For more information about Spare the Air, visit www.sparetheair.org.

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