

**CLEAR  
THE AIR**

**C H A L L E N G E**

*Drive Down Your Miles*



**FOR IMMEDIATE RELEASE**

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**Governor Herbert, Mayors Ralph Becker and Peter Corroon Issue 2010 Clear the Air Challenge**  
Program Challenges Residents to Get Involved and Reduce Vehicle Emissions

SALT LAKE CITY— Utah Governor Gary Herbert, Salt Lake City Mayor Ralph Becker and Salt Lake County Mayor Peter Corroon, in a collaborative effort with numerous mayors, businesses and community organizations throughout the state, today announced a challenge to engage residents in lifestyle changes that benefit the quality of Utah's air through healthy competition. The 2010 Clear the Air Challenge, taking place from July 1 to July 31, enlists residents to drive less and drive smarter to reduce vehicle emissions and improve air quality.

Last year's highly successful Challenge offered participants a competition to utilize TravelWise strategies such as walking, biking, taking public transit and carpooling. As a result, Utahns eliminated over 100,000 car trips, saved over 1 million miles, and cut 1.7 million pounds of emissions.

The 2010 Clear the Air Challenge is expanding its reach across Utah to engage 10,000 participants to eliminate a total of 300,000 vehicle trips and save 2,000,000 vehicle miles, resulting in a reduction of 3.4 million pounds of emissions. To help reach this goal, the Challenge has expanded to include an option for businesses and community organizations to sign up as groups and track trips saved in one lump sum. Businesses will be evaluated as a whole and, like last year, residents can participate as individuals or as part of a team with family, friends, classmates or coworkers.

Participants can choose from three pledge levels: Gold (20 trips saved per week); Silver (10 trips saved per week); or Bronze (5 trips saved per week). Additional changes to the 2010 Challenge include revisions to the online individual trip tracker that make it faster and easier for participants to record their daily data. Many prizes including a \$500 gift card to Overstock.com, club soccer tickets and a lunch with Mayor Becker will be offered to participants.

"Last year, more than 3,400 people reduced their vehicle miles through the Clear the Air Challenge, which not only contributed to cleaner air – the No. 1 goal of this campaign – but also helped us see savings of nearly \$580,000," said Governor Herbert, who has encouraged his entire staff to take part in this year's Challenge. "Last year was a success, but we're going to do even better in 2010."

“Some of our most outstanding participants in last year’s Challenge were teams comprised of individuals from local businesses,” said Mayor Becker. “This year, we look forward to partnering with the Salt Lake Chamber and other area businesses to lead the charge for cleaner air.”

“We all know that our air quality can and should be better,” said Mayor Corroon. “It is important that we all roll up our sleeves and do our part to help ensure our community is a healthy and thriving place to live, work and play.”

To register for the Challenge and find more information visit <http://www.cleartheairchallenge.org>.

You can also follow the challenge on:

- Facebook: <http://www.facebook.com/cleartheairchallenge>
- Twitter: <http://www.twitter.com/cleartheairutah>
- YouTube: <http://www.youtube.com/cleartheairutah>
- Blog: <http://www.cleartheairchallenge.org/blog>

### **About the Clear the Air Challenge**

The 2010 Clear the Air Challenge is a Salt Lake Solutions project. It was created by a Partners Team made up of government entities already working on air quality issues, as well as business, faith, education and other community groups interested in motivating behavior changes to improve Utah’s air quality. For questions about the 2010 Clear the Air Challenge, contact Kate Lilja from the Salt Lake City Division of Sustainability at (801) 535-7755 or [kate.lilja@slcgov.com](mailto:kate.lilja@slcgov.com)

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