

FOR IMMEDIATE RELEASE

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**NEARLY 9,000 UTAHNS ELIMINATE OVER 2 MILLION POUNDS OF EMISSIONS
DURING 2010 CLEAR THE AIR CHALLENGE**

Challenge Has Positive Impact on Air Quality, Surpasses 2009 Challenge Results

SALT LAKE CITY – Governor Herbert, Salt Lake City Mayor Becker, and Salt Lake County Mayor Corroon announced today that during the month-long Clear the Air Challenge Utah residents came together and eliminated 103,710 single occupant vehicle trips and averted 1,272,040 miles, resulting in a reduction of 2.1 million pounds of emissions in our air.

“We are very excited we were able to surpass some of the most critical indicators from 2009, doubling our participant numbers and successfully keeping over 2 million pounds of vehicle emissions out of the air during a shorter challenge period,” stated Mayor Becker. “During the July Challenge, we saw thousands of Utahns pledge to do their part to improve the air we breathe. We must continue to build on our successes by taking the lessons learned during the Challenge and continue applying them daily.”

During the awards ceremony outstanding teams will be recognized for their efforts:

- Most Pounds of Emissions Saved – AR U Part of the Solution? (ARUP Laboratories)
- Most Trips Saved – Architectural Nexus
- Most Participants – UTA – Meadowbrook (Utah Transit Authority)
- Best Integration of TravelWise Strategies including use of public transit, carpooling, active transportation, teleworking, flexible workweeks and trip chaining – Utah State Tax Commission
- 2009 Corporate Role Model – KUED Channel 7

Grand prize winners were also announced:

- Most Pounds of Emissions Saved – Brian Parker
- Most Trips Saved – Patricia Merlino
- Most Consistent - Gold Level – Dina Hannah
- Most Consistent - Silver Level – Tina Funaro
- Most Consistent - Bronze Level – Josh Crawford

The top three companies competing in the Challenge were also recognized for outstanding achievement:

- Top Large Company (Over 100 employees) – ADP, Inc.
- Top Medium Company (Less than 100 employees) – New Dawn Technologies
- Top Small Company (Less than 11 employees) – Lloyd Architects

“Utahns responded to the 2010 Clear the Air Challenge with enthusiasm and a genuine dedication to working together to find solutions,” Governor Herbert said. “As Governor, I’m proud of the success over the past month, and I challenge all Utah citizens to continue to make a conscious effort to drive down their miles throughout the year.”

The primary goals of the Clear the Air Challenge were to encourage residents to think more and drive less to help reduce vehicle emissions and improve Utah's air quality. Last year the Challenge averted 1,000,615 miles, resulting in a reduction of 1.7 million pounds of emissions during a six-week initiative.

"Following last year's Clear the Air Challenge, we heard from individuals who continued to drive less and drive smarter throughout the year," said Mayor Corroon. "We hope all Utahns will follow the example of this year's Challenge participants and give TravelWise strategies a try. We all have an important role to play in becoming a part of the solution, and we need to continue to ask ourselves what we can do to help clear the air."

The 2010 Challenge was coordinated by the Salt Lake Solutions Air Quality Partners Team, a collaboration of more than 20 government, business, community and faith-based organizations. Many local companies sponsored the program and donated prizes. The list of sponsors and the partners can be found at <http://cleartheairchallenge.org/partners.php>.

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For more information on the Clear the Air Challenge visit:

Website: www.cleartheairchallenge.org

Blog: www.cleartheairchallenge.org/blog

Team Spotlight: www.cleartheairchallenge.org/spotlight.php

Facebook: www.facebook.com/cleartheairchallenge

Twitter: www.twitter.com/cleartheairutah

Full List of Winners: <http://cleartheairchallenge.org/grandwinners.php>

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