



MEDIA ADVISORY

OFFICE *of the* MAYOR | RALPH BECKER

FOR IMMEDIATE RELEASE

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Contact: Kate Lilja Lohnes
801-535-7755

Community Leaders Urge Residents to “Drive Less, Drive Smarter”

Campaign offers tools, resources to help reduce winter inversion impacts

SALT LAKE CITY – Just as Salt Lake Valley residents are beginning to see the first signs of the winter inversion season, community leaders and government officials will join in kicking-off the Care to Clear the Air campaign at 10 a.m. on Monday, Nov. 14 at the University of Utah’s Rice-Eccles Stadium tower.

The event highlights the importance of Wasatch Front residents working on strategies to reduce their driving and help clear the air this winter.

“It is important that all our residents make a conscious effort to drive less, carpool, take public transportation and telework when they can,” said Alan Matheson, environmental advisor for Gov. Gary Herbert. “Participating in this winter’s Care to Clear the Air campaign can give them the tools they need to do their part.”

The Care to Clear the Air campaign provides important tools to make reducing winter driving easier for residents. After a quick registration, participants get access to real-time air quality text alerts, helpful videos, events and more.

Businesses can also play a role by encouraging their employees to utilize alternatives to driving alone, like carpooling and teleworking on poor air quality days.

“Fidelity Investments is committed to helping improve our community,” said Charlie Lansche, Fidelity’s vice president of public affairs. “That is why we offer transit passes to our employees, and are proud participants in clear the air efforts. We challenge all businesses to do what they can to help their employees drive less this winter.”

Students from Morningside Elementary School will announce the results of their own Clear the Air Challenge, tracked using the TravelWise Tracker. The students will also sing a song they wrote that encourages residents to join them in driving less for better air quality.

To register for the Clear to Clear the Air campaign, visit www.caretocleartheair.org. Video resources are available at www.youtube.com/cleartheairutah.

WHAT: Care to Clear the Air Campaign Kickoff

WHO: Alan Matheson, senior environmental advisor to Gov. Gary Herbert
Charlie Lansche, vice president of public affairs, Fidelity Investments
Pastor Jeffrey Loudon, St. Matthews Lutheran Church
Patti White's 6th Grade Class, Morningside Elementary School

WHEN: Monday, Nov. 14, 10 a.m.

WHERE: Rice-Eccles Stadium Tower, Scholarship Room
451 South 1400 East, Salt Lake City

A reserved parking section will be available in the stadium parking lot near the tower entrance until 10:00 a.m.

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