



# NEWS

## For Immediate Release

March 30, 2005

### Contact:

**Scott Wegenast**

502-574-6712 • Cell: 718-3541

**Phyllis Fitzgerald**

502-574- 5322

### **Cash Rebates Available to Louisville Residents from the 2005 Lawn Care Rebate Program**

**Louisville, KY (March 30, 2005)** – Residents of Louisville are eligible to receive cash rebates up to \$100 when they purchase a new electric, battery-operated or reel (muscle-powered) mower and other air-friendly lawn care equipment.

Louisville Metro's Air Pollution Control District is offering the program for the third consecutive year through its community outreach network, Kentuckiana Air Education (KAIRE) program. All Louisville residents are eligible to receive up to \$100 in rebates for trading in a gasoline-powered mower toward the cost of a new or factory-reconditioned electric, battery or reel mower. Rebates are available for other electric powered lawn maintenance equipment including electric string trimmers, leaf blowers, and replacement batteries.

KAIRE offers **cash rebates** as an incentive to trade in gasoline-powered lawn equipment. Mowing with a typical gasoline-powered lawnmower for one hour produces almost as much air pollution as driving approximately 200 miles in a typical car. Small two-cycle gasoline string trimmers and blowers pollute even more than lawnmowers. Residents are encouraged to take advantage of the rebates to help do their share for cleaner air.

Reducing the use of gasoline-powered yard care equipment helps improve our hometown's air quality. "The rebate program offers a terrific way to save money and is an important way to help improve local air quality this summer," said Program Coordinator Phyllis Fitzgerald. "We receive lots of positive feedback from participants in the program, who have said it's a great deal, and so important to know that something so simple can help improve our air and reduce air pollution."

Instant rebates are available at participating local retail outlets throughout Louisville, for more information call Phyllis Fitzgerald at 574-5322. A listing of participating retail outlets, additional information and high-resolution photos of individual participants are available at the Louisville Metro Air Pollution Control District's website at: <http://www.apcd.org/lawncare>

# # #