



# NEWS

## For Immediate Release

May 19, 2005

## Contact:

**Scott Wegenast**  
502-574- 6712 • Cell: 718-3541

### **Clean Air Event Kicks Off Campaign for Kentuckiana**

**Louisville, KY (May 19, 2005)** – Kentuckiana Air Education (KAIRE) is hosting its Air Quality Awareness Campaign Kick-off event to increase awareness of air quality issues and promote simple, voluntary steps to help improve the region's air quality.

Today's event is in Jefferson Square Park (6<sup>th</sup> & Jefferson) from 11:30 A.M. until 1:00.

The lunchtime event will feature speakers including: Mayor Jerry Abramson, Dr. Adewale Troutman (Louisville Metro Health Department), Art Williams (Louisville Metro Air Pollution Control District), and Jane Walsh (a parent caring for an asthmatic child). Local radio host, George Lindsey, WXMA is the event's Emcee.

Participating organizations will provide air quality information ranging from commuter options, vehicle maintenance, protecting your health, and everyday steps for improving air quality. Informational booths will be set up offering educational information to the public on the effects of ozone and fine particle pollution. Organizations presenting include: The American Lung Association of Kentucky, Louisville Metro Planning and Design's Bike Program, TARC, and Ticket-to-Ride.

"This event is free and open to the public," stated Art Williams, Director the Air Pollution Control District. "We are expecting a great turnout and encourage individuals to come out and learn more about Kentuckiana Air Education's efforts and see what is planned for this summer's air quality season."

**KAIRE today is announcing a series of regional public meetings to invite the public to think about, talk about and take action to help improve the air.** The first meeting of the series will be held **June 16, 2005 from 7:00 – 9:00 at the NIA Center, located at 2900 West Broadway, 40211.** The remaining dates are being scheduled for June, July and August.

Information available at the kick-off:

- Improved vehicle maintenance for cleaner air
- Transportation alternatives (ridesharing, carpooling, TARC)
- Health affects of air pollution (ozone and fine particle pollution) and information about the Air Quality Index (AQI)
- Kentuckiana Air Education's regional community clean air forums in June and July.



-more-



- Join the KAIRE network to receive more information and Air Quality Alerts.
- Learn simple steps you can take to help the air.

KAIRE’s mission is to increase the awareness of regional air quality issues and to encourage individuals and businesses to take action to reduce air pollution emissions.

## **Kentuckiana Air Education (KAIRE) Background**

Kentuckiana Air Education is the **Louisville Metro Air Pollution Control District’s** comprehensive public education and outreach program.



Kentuckiana Air Education (KAIRE) encourages individuals and businesses to take simple voluntary actions to reduce ozone and fine particle air pollution. KAIRE seeks to inform and motivate residents to take action to improve air quality and reduce traffic congestion.

KAIRE encourages these behavior changes through voluntary programs and services, including public information and outreach, children's education and promotional incentives.

Vehicles remain the largest source of ozone pollution in our region; everyone who drives can help prevent ozone pollution by maintaining our vehicles and driving less.

### **Simple tips from KAIRE for helping the air: It All Adds Up To Cleaner Air**

- Make sure your vehicle gets all its regular maintenance.
- Keeping your tires properly inflated.
- Schedule regular oil changes.
- Re-fuel when it’s cool, or in the evening.
- Avoid topping-off your gas tank when refueling.
- Replace missing or broken gas caps.
- Walk, ride a bicycle or use public transit (TARC).
- Combine errands into one trip.
- Share a ride to work or school. (Call Ticket to Ride –502-267-5400)
- Take your lunch to work or school or walk to a nearby restaurant
- Avoid drive-through lanes, or turn off your engine if you wait in line for more than half a minute.
- Limit the use of gasoline powered lawn care equipment.

Additional information is available at the Louisville Metro Air Pollution Control District’s website at: [www.apcd.org](http://www.apcd.org)

# # #

