

FOR IMMEDIATE RELEASE
Issued By: Valley AIRNow
For more information contact:
Tiffany Tumer, Outreach Coordinator
(540) 560-3466; tumerta@jmu.edu



PRESS RELEASE

Valley AIRNow • www.valleyairnow.com • info@valleyairnow.com • Hotline: 540.450.2207

Valley AIRNow Announces New Clean Air Campaign **Winchester-Frederick County schools, businesses unite to reduce pollution from engine idling**

Winchester, VA—Blue skies and clean air are Valley hallmarks—together, we can help keep it that way!

Citizens of Winchester-Frederick County will breathe easier thanks to a new, voluntary air quality initiative launched this summer to reduce pollution from vehicle engine idling. Area schools and businesses have installed *Healthy Air Zone* signs (Figure 1) to encourage parents, employees, and patrons to turn off their engines while parked.

The pollutants found in exhaust from engine idling can adversely affect our environment as well as our health. Potential health effects include coughing or difficulty breathing, aggravation of asthma and other respiratory problems, and decreased lung function. Children are particularly vulnerable to air pollution because they breathe more quickly and take in more air than adults.

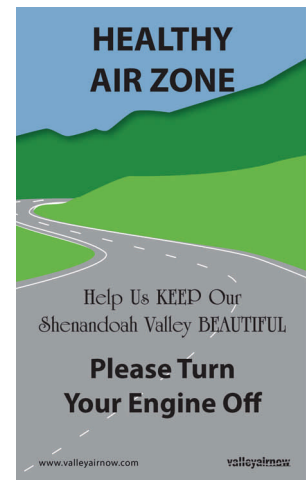


Figure 1.

“We will be reminding our customers to do their part and to let them know that we are a responsible business who is part of their community and are concerned about their health and the health of their family members,” said Robert Claytor, President of H.N. Funkhouser & Co.—a campaign partner that has installed 20 signs at its local Handy Mart convenience store locations.

Area schools and businesses participating in the Idle Reduction Campaign include:

- Abundant Life Daycare & Preschool (Figure 2)
- Apple Tree Clubhouse
- Apple Valley Montessori School
- DK Industrial Services

- Emmart Oil Company
- Frederick County Public Schools
- Fremont Street Nursery
- H.N. Funkhouser & Co./Handy Mart Convenience Stores
- Heritage Child Development Center
- Heritage Clubhouse
- Little ME Daycare
- Morgan Oil Corporation
- Mountain View Christian Academy/Training His Tots Christian Daycare & Preschool
- Rosedale Baptist Church Christian College & Kiddie Kollege
- Shenandoah Child Care Center
- Virginia Inland Port
- The Winchester Academy
- Winchester Day Nursery
- Winchester Public Schools



Figure 2. Idle reduction sign at Abundant Life Daycare in Stephens City

To date, these businesses are displaying a combined total of approximately 85 idle reduction signs. Any other schools or businesses—particularly daycare centers, convenience stores or business members of the mobile freight industry—interested in displaying this signage should email info@valleyairnow.com or contact Tiffany Tumer at (540) 560-3466. Supplies are limited, so don't wait!

###