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For immediate release
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Keep Our Blue Skies Blue. Drive Less.
We love the blue skies of Tucson and we want to keep them blue, right?

Driving less is one way to help keep the blue skies we care about, especially as the U.S. Environmental Protection Agency prepares to announce a new ozone health standard in October.

Sun Rideshare, a program of Pima Association of Governments, will launch the Keep Our Blue Skies Blue. Drive Less. campaign on May 1 to encourage the use of alternative transportation in a proactive effort to keep ozone levels down.

During Tucson's summer months, the temperatures soar. High temperatures, when mixed with chemicals from cars, industries and off-road emissions, can trigger smog.

The campaign includes a Reduce a Ton challenge for participants to earn rewards and a Corporate Challenge for businesses to be recognized for the highest employee participation in helping to reduce air pollution.

Since motor vehicle emissions are a major source of air pollution in Pima County, the less everyone drives by using alternative transportation modes during the May to September ozone season, the better the air quality.

Reduce a Ton participants must log their alternative mode trips (carpooling, vanpooling, transit, biking, walking and telework – any trip may be logged) in the Sun Rideshare Travel Calendar. From the trips recorded and the miles traveled, the Sun Rideshare online system

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then calculates the amount of pollution reduced. Participants who reduce 1 ton of pollution will be entered into a drawing for a MacBook Air laptop, an iPad, and an iPad mini.

In the Corporate Challenge, participating companies will ask employees to record their alternative mode travel (personal and commute trips) in the Sun Rideshare Travel Calendar. The companies with the highest employee participation or that reduce the most pollution in each category will win the challenge. Nine companies have already signed up for the challenge.

Visit SunRideshare.org for details. #DriveLess and #BlueSkies

Pima Association of Governments (@PAGregion) is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, watershed and air quality. Please visit www.PAGregion.com or www.facebook.com/PAGregion for more information.