



June 3, 2009

For immediate release

Contact: Sheila Storm, (520) 792-1093

Regional campaign focuses on keeping our air clean

Live. Breathe. Clean Air. That's a formula we can all understand.

Pima Association of Governments will introduce a new advertising campaign starting June 8 to convey messages to the public on how everyone can take steps to help keep the air clean in our region.

The campaign is being conducted at the direction of PAG's member jurisdictions in response to changes in ozone standards set by the U.S. Environmental Protection Agency.

Currently, the region is in attainment and generally experiences good air quality. However, the strengthened ozone standards place the Pima County region closer to a level of nonattainment.

A classification of nonattainment could result in several costly consequences for businesses and residents. These might include:

- Stricter regulatory controls to reduce pollutant levels
- Requirements for consumers to use different fuels
- Additional monitoring and paperwork

"A variety of steps can be taken to help keep our air clean," said PAG's Air Quality Manager Lee Comrie. "In addition to driving less or sharing the ride, filling up your vehicle with gas after 5 p.m. or grilling without lighter fluid are simple things that people can do that will make a difference to our air quality levels."

The changes to the National Ambient Air Quality Standards for ozone in 2008 are designed to be more protective of public health.

--MORE--

Page 2

Additional Information about clean air and ozone levels is available online at www.LiveBreatheCleanAir.com . The advertising campaign will be conducted in June and July. Fact cards with clean air tips will be available at the town halls of member jurisdictions.



Pima Association of Governments 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, air quality and water quality. PAG's staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.PAGnet.org for more information.