



Clean Air Partners Activities Report For ACPAC July 22, 2019

Breathe Easy Summer Campaign:

Clean Air Partners launched their summer campaign to educate residents on actions they can take to improve the region's air. This year's campaign sponsors are Commuter Connections, WGL, and SMECO.

Press Event:

The campaign was kicked-off with a press/awards recognition event at The Wharf in Washington, DC on May 22. The event featured a number of speakers and recognized student winners from the poster contest and science fairs.



Clean Air Ambassador Tour:

The Clean Air Ambassador tour kicked off on April 28th at Montgomery County GreenFest. During the tour, Clean Air Ambassadors will engage with the public to educate them on actions they can take to improve the air. Residents can win prizes such as transit passes, Jiffy Lube cards, or a pack of energy efficient products by signing up for Clean Air Partners' newsletter. A total of 12 events will take place across the Baltimore - Washington region.



#BreatheEasy Concert:

The #BreatheEasy concert promotion launched on June 17th. The promotion asked residents to tell us what they do to clean the air for a chance to win a pair of tickets to see Jennifer Lopez at Capital One Arena on July 17th.



PLEDGE TO TAKE ACTION FOR CLEANER AIR

WIN TICKETS!
JENNIFER LOPEZ
IT'S MY PARTY

 **WGL** | ENERGY ANSWERS. ASK US. **#BreatheEasy**  **CLEAN AIR PARTNERS**
DC-MD-VA

Advertising:

Clean Air Partners successfully secured donated media with the following transit partners: ART, CUE, WMATA, MTA, DDOT, Prince George's County, Montgomery County, Frederick County, and MSS University Media. Ads will run July – September.

The campaign also includes 15 second traffic and weather sponsorships followed by a 15 second audio message on home energy use, driving cleaner, and reducing pollution at the pump.



Breathe easy.
Download our app for air quality forecasts.

| Air Quality Index | |
|--------------------------------|---------|
| Good | 0-50 |
| Moderate | 51-100 |
| Unhealthy for Sensitive Groups | 101-150 |
| Unhealthy | 151-200 |
| Very Unhealthy | 201-300 |
| Hazardous | 301-400 |

Find the Clean Air Partners App and learn about air quality at CleanAirPartners.net.

 **WGL** | ENERGY ANSWERS. ASK US.  **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

Take the bus, breathe easy.



Do your share for cleaner air.



*Breathe easy.
Switch to an
electric lawn mower.*



Do your share for cleaner air. | CleanAirPartners.net

