

**Clean Air Partners Activities Report
For Commuter Connections
July 17, 2018**

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 and WGL.

Press Event:

The campaign was kicked-off with a press/awards recognition event at Federal Hill in Baltimore on June 21, coinciding with the first day of summer. The event featured a number of speakers and recognized student winners from the poster contest. Three media outlets attend the launch event – NBC/WBAL, CBS/WJZ, and the Baltimore Sun attended the launch and provided great coverage.



Farmers Market Tour:

The farmers market tour kicked off on June 21st at the Pratt Street Market in Baltimore. During the tour, Clean Air Ambassadors engaged with the public to educate them on actions they can take to improve the air. Residents can win prizes such as BikeShare memberships and transit passes by downloading the Clean Air Partners mobile app. There are a total of 12 events scheduled to take place, including 5 in the Baltimore region and 7 in the Washington region.



#BreatheEasy Concert:

The #BreatheEasy concert promotion launched on July 2nd. The promotion will ask residents to tell us what they do to clean the air for a chance to win a pair of tickets to see Beyoncé' and Jay-Z at FedEx Field on July 28th. The contest landing page is located here: <https://hot995.iheart.com/contests/breathe-easy-jay-z-beyonce-441556/>



WGL ENERGY ANSWERS. ASK US.

OTR II

WIN VIP TICKETS!

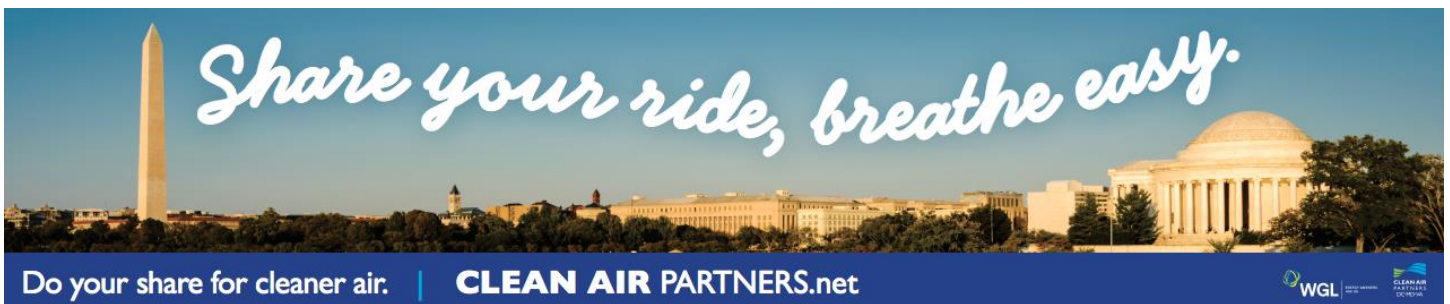
#BreatheEasy

PLEDGE TO TAKE ACTION FOR CLEANER AIR

CLEAN AIR PARTNERS DC-MD-VA

Transit Advertising:

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



Share your ride, breathe easy.

Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**

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Take the bus, breathe easy.

Do your share for cleaner air. | **CLEAN AIR PARTNERS.net**

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Social Media:

The campaign will also be promoted through Clean Air Partners' social media pages and those of our members and partners.



Refuel after dusk, breathe easy.

Do your share for cleaner air.



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Take transit, breathe easy.

Do your share for cleaner air.



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