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**Air Quality Action Days  
Washington D.C.  
Added-Value Event Schedule  
Updated 6/27/2005**

**1) WMMJ-FM, Lawnmower Promotion**– 2 hour remote appearance at a local Lowe's to encourage listeners buy and use an electric lawnmower instead of a gas lawnmower to mow their lawn.

**Date:** Saturday, July 9, 2005

**Time:** 11:00AM – 1:00PM

**Location:** Lowe's, 10440 Campus Way South, Upper Marlboro, MD 20774

- Listeners with the "Majic 30 & Over Club Card" will receive a 10% discount on a new electric lawnmower.
- The first 102 people will receive a FREE extension cord (provided by Black & Decker) which is valued at around \$30!
- 25 promotional announcements, reminding listeners to use an electric lawnmower instead of a gas lawnmower on code red days.
- Station will distribute brochures for Air Quality Action Days

**2) WMMJ-FM, Fill "Er Up! Promotion**- 2 hour remote appearance at local gas station to encourage listeners to fill up their gas tanks after dark.

**Date:** Tuesday, July 12, 2005

**Time:** 8:00PM -10:00PM

**Location:** Exxon Gas station on the corner of Greenbelt Rd. and Hanover Parkway (in Greenbelt Maryland).

- Gas will be promoted on air for \$1.99 per gallon.
- First 102 listeners with an official 30 & over club card will get, up to 10 gallons per vehicle at \$1.99 per gallon.
- There will be 15, 15 second pre-recorded promotional announcements AND multiple on-air live mentions, reminding listeners to fill their cars after dusk on code red days and prevent harmful pollutants.
- Station will distribute brochures for Air Quality Action Days.

