

PRESS RELEASE



For Immediate Release
July 21, 2008

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Place 4

Lee Dunlap
Place 8

Thomas H. Muehlenbeck
City Manager

Breathe Easy, Air North Texas

As the only Collin County participant, the City of Plano proudly announces its charter partnership with the North Central Texas Council of Government's (NCTCOG) Air North Texas public education campaign.

"Air North Texas is an initiative involving both private and public sectors, along with non-profit organizations, to promote reducing emissions as a means of improving air quality," said Janet Tucker, Environmental Health Specialist. The City of Plano will provide educational outreach through events such as the *Live Green Expo* planned for April 18, 2009. In addition, a link to Air North Texas will be provided on the Health department's homepage and the www.livegreeninplano.com Web site.

Offering easy-to-implement strategies for reducing emissions, Air North Texas is an integrated public awareness campaign that combines print, Internet, radio and non-traditional communication like gasoline pump toppers with outreach messages to encourage residents to make clean air choices. North Texans help reduce ozone-forming emissions and improve air quality by using mass transit, carpooling, getting vehicles inspected and keeping them properly maintained, observing the speed limit, combining trips and walking instead of driving.

In a region with more than six million residents, the cumulative effect of North Texans making clean air choices improves air quality and protects our health. Residents can discover more Air North Texas tips for reducing emissions and in many cases saving money this summer on-line at www.livegreeninplano.com.

Additional NCTCOG Air North Texas partners include: American Lung Association Dallas-Fort Worth Region; Ask Me About Green; Cities of Dallas, Denton, Fort Worth and Plano; Dallas Area Rapid Transit; Denton County Transportation Authority; North Texas Clean Air Coalition; The T (Fort Worth Transportation Authority); Tarrant County; Texas Department of Transportation Dallas and Fort Worth Districts; U.S. Green Building Council North Texas Chapter; and University of Texas at Arlington.

For more information about the City of Plano's Air North Texas partnership, contact Janet Tucker at (972)941-5283 or janett@plano.gov.

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