**2015 Clear The Air Challenge**

**FACEBOOK**

**Promoted Posts**

**Post #1**

Start your team of coworkers, family or neighbors and bring on the Challenge. #ShowUCAIR by driving less and driving smarter and you will help improve Utah’s air quality and conserve energy.

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**2015 Clear The Air Challenge**

The Clear the Air Challenge is a month long competition starting July 1st that gives you the chance to reduce your vehicle emissions by choosing alternative methods of transportation using [TravelWise](http://www.travelwise.utah.gov/" \o "Learn about TravelWise strategies" \t "_blank) strategies.

Link: <https://goo.gl/5eOv37> (shortened unique URL for tracking)

**Post #2**

Reduce your emissions during the month-long Clear The Air Challenge starting July 1st. By parking your car just one day a week, vehicle emissions would be reduced by 6,500 tons a year. Who will you challenge? #ShowUCAIR



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Link: <https://goo.gl/9lt0Pv> (shortened unique URL for tracking)

**Post #3**

Challenge your neighbors, coworkers or family to improve air quality in Utah. You could win the coveted Challenge trophy or other cool prizes by implementing TravelWise strategies in July. #ShowUCAIR



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Link: <https://goo.gl/Iglwlb> (shortened unique URL for tracking)

**Post #4**

Help improve air quality in Utah by driving less and driving smarter. #ShowUCAIR by taking the Clear the Air Challenge. Sign up your team before July 1st.

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Link: <https://goo.gl/bPNwfC> (shortened unique URL for tracking)

**Post #5**

The Clear the Air Challenge, hosted by UCAIR, TravelWise, and the Salt Lake Chamber, starts July 1st. This is your chance to #ShowUCAIR by driving less and driving smarter. Start your team today!



**2015 Clear The Air Challenge**

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Link: <https://goo.gl/CgBYHp> (shortened unique URL for tracking)

**TWITTER**

**Promoted Tweets**

**Tweet #1**

Show you care about Utah’s air. Improve air quality by taking the Clear the Air Challenge and win amazing prizes. #ShowUCAIR <https://cards.twitter.com/cards/18ce53wsvvm/kpfv>

**Tweet #2**

Help us improve air quality in Utah by using TravelWise strategies during the Clear the Air Challenge. #ShowUCAIR https://cards.twitter.com/cards/18ce53wsvvm/kpfv

Link: https://goo.gl/vw7rW3

**Lead Cards (example tweets)**

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