



SAMPLE CLEAR THE AIR CHALLENGE ARTICLE

This summer, business, government and community leaders are challenging Utahns to once again “Drive Less and Drive Smarter.” The month-long Clear the Air Challenge (**July 1-31**) aims to reduce vehicle emissions by challenging residents to use TravelWise options like trip chaining, carpooling, vanpooling, telecommuting, bike commuting and public transportation.

Residents commit to reducing their weekly vehicle trips and compete to win weekly prizes along with a chance to win grand prizes at the end of the Challenge. There are two options for participation – as an individual or as a team made up of employees, family or friends.

Clear air is important to us. And the Clear the Air Challenge is an excellent opportunity to do something to make a positive impact and be a part of the solution. Take the Challenge and see firsthand what an empowering experience it is to not only make a positive choice, but to quantify your impact.

See how many miles, pounds of emissions, gallons of gas and dollars we can save when we work together! Register at ClearTheAirChallenge.org and join the **“TEAM NAME”** to help us make a difference.

Images can be downloaded via Facebook at www.facebook.com/cleartheiarchallenge (Albums).