



## **SAMPLE INVITATION LETTER OR EMAIL**

### **Taking the Challenge**

If you haven't already noticed, air pollution in Utah is becoming an unwelcome reality. Poor air quality means increased illness, and other health complications along with environmental problems and diminished quality of life in our communities.

The good news is that this summer you can compete in the Clear the Air Challenge. Enter as an individual or team—there are tons of great prizes, but with cleaner air, we're all winners.

The Clear the Air Challenge, issued by business, government and community leaders, is all about improving air quality, reducing traffic congestion and conserving energy in Utah by eliminating unnecessary vehicle trips.

By simply eliminating a few vehicle trips throughout your week, you can make a big difference in your community while competing for weekly prizes, grand prizes and statewide recognition.

**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 pounds of emissions, gallons of gas and dollars we can save when we work together! Register at [ClearTheAirChallenge.org](http://ClearTheAirChallenge.org) to make your commitment.

AND/OR

**Join our "TEAM NAME"** team and let's see the impact our community can make when we work together. Register at [ClearTheAirChallenge.org](http://ClearTheAirChallenge.org) to take the Challenge and start making a difference.

**Track on the go.** Input your weekly trips and miles saved from your Smartphone! Just visit [ClearTheAirChallenge.org](http://ClearTheAirChallenge.org) from your phone to access our mobile-optimized site. So go ahead, rack up those miles.