



Registration has kicked off for the annual Great Race for Clean Air commuter challenge sponsored by the Bay Area Air Quality Management District to reduce greenhouse gases and smog levels in the Bay Area. From August 1 through September 30, thousands of Bay Area commuters will participate in this friendly employer competition to try alternatives to driving solo – such as carpooling, vanpooling, biking, walking or riding transit.

“Tailpipe exhaust from the 3 million to 4 million vehicles on our roads each day remains the largest source of smog in the Bay Area,” said Jack Broadbent, Executive Officer of the Air District. “To reduce the health impacts from smog, we all need to think differently about how we use our cars as part of our daily routine.”

Registration for employers runs from May 1 through July 15, 2010 at www.sparetheair.org. Participating employees will automatically be entered into weekly random drawings for prizes from Best Buy, Starbucks and other sponsors. On September 30, at the conclusion of the Great Race, employers with the highest percentage of their employees participating and the most CO₂ savings will be eligible for prizes.

“The Great Race for Clean Air is a fun, competitive way to improve air quality, reduce traffic and save money,” said Lisa Fasano, Communications Director for the Air District. “During the summer Spare the Air season, each of us can focus on doing what we can to do our part to improve air quality. The Great Race encourages commuters to try alternatives to solo driving.”

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency chartered with protecting air quality in the Bay Area. The Great Race for Clean Air is sponsored by the Bay Area Air Quality Management District and implemented by the District’s Air Quality Resource Teams throughout the nine-county Bay Area. For more information about Spare the Air, visit www.sparetheair.org.