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THE CLEAN AIR COALITION CHALLENGES NORTH TEXANS

“Commuter Challenge” Offers Big Benefits For Businesses, Individuals and the Environment

DALLAS/FORT WORTH, TEXAS (April 14, 2009)– The Clean Air Coalition, a 501(c)(3) organization dedicated to improving local air quality, will challenge North Texans to register, reduce and earn rewards when it launches its “Commuter Challenge” competition during EarthFest 2009. The launch takes place April 17 at Pegasus Plaza/AT&T Plaza in Downtown Dallas. North Texans can learn more about the “Commuter Challenge” and register for the competition between 10 a.m. to 2 p.m. at the DART booth during EarthFest 2009.

“Having clean air to breathe is very important to American Airlines and our employees,” said Bruce Campbell, Manager of Corporate Environmental for American Airlines. “As one of North Texas’ largest employers, we fully support and are eager to take part in the Commuter Challenge. It’s a great way to help raise awareness among our employees and our community about what we can do, individually and collectively, to improve air quality in North Texas.”

The Clean Air Coalition’s Commuter Challenge encourages North Texans to choose a commute alternative to single-occupancy vehicles. Participants must register at www.tryparkingit.com between April 17 and September 15 and log their commute alternatives on the user-friendly website. The website will track the individual and their employer’s resulting emissions reductions. The participant who reduces the most miles from their daily commute will receive a \$250 gift card and recognition at the Working for Clean Air™ Award ceremonies to be held in October.

Employers that organize and promote commute solutions for their employees also are eligible for recognition at The Clean Air Coalition’s Working For Clean Air™ Award ceremonies to be held in October.

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"If you crunch the numbers, the solo commute just doesn't make sense. As a company, we drove the equivalent of 100 trips around the Earth getting to and from work last year, spent over 2,000 days sitting in a car, and emitted a million and half pounds of carbon dioxide. imc² supports the Coalition's Commuter Challenge because we know we can find and promote alternative solutions that are good for our people, our business, and our air," said Marc Blumberg, Executive Vice President, imc².

Jennifer Cohen, Project Director for The Clean Air Coalition, explains, "North Texas is enjoying tremendous growth, which continues to make our area dynamic, diverse, and a desirable place to live. But with all this growth comes increased traffic, which has larger implications than just lengthening our commute time. The increasing number of single-occupancy vehicles on our roads impacts our air quality, which directly affects our productivity, health and economy."

Cathy Altman, chairman of The Clean Air Coalition board, described 2009 as "a critical year" for North Texas because the EPA will determine the region's new status on March 12, 2010 based on the three-year monitoring cycle. The EPA already has classified Tarrant, Dallas, Denton, Collin and five other surrounding counties as moderate nonattainment for ozone because the region does not currently meet air quality standards established under the Clean Air Act 8-hour ozone standard issued in 2004. North Texas businesses face further regulation if the EPA reclassifies the region as serious nonattainment.

Without a clean bill of health for our air, businesses are much less likely to consider this region for their important relocations. Companies are more apt to leave as opposed to expand locally. In addition to the restrictions and limits on the growth of businesses in the region, in some cases, non-compliance also may result in the loss of federal highway funds—serious sanctions our thriving economy cannot withstand.

Levels of ozone such as those in North Texas cause a multitude of health problems. According to the American Lung Association, one in six children in Texas suffer from asthma, double the national average. Nationally, asthma accounts for 14.5 million workdays missed each year.

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Recognizing the importance of these issues to our region, The Clean Air Coalition continues to educate, engage, and recognize those businesses that undertake voluntary efforts to improve air quality. Visit www.workingforcleanair.org for more information on The Clean Air Coalition and to learn how you can do your share for cleaner air. To register for the Commuter Challenge, visit www.TryParkingIt.com.

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About The Clean Air Coalition

The Clean Air Coalition is a 501(c)(3) not-for-profit organization that is supported by the generosity of local companies who share their concern for the air quality in our region and their mission to encourage *voluntary efforts* to improve air quality in North Texas through *educating, engaging, and recognizing* the business community. Established in 1993, The Clean Air Coalition's founding members include the North Texas Commission, the Fort Worth Chamber of Commerce, the Dallas Regional Chamber, and the North Central Texas Council of Governments. Dallas Area Rapid Transit, the Fort Worth Transportation Authority (The T) and Denton County Transportation Authority joined shortly thereafter as members.