



FOR IMMEDIATE RELEASE
May 1, 2024

Contact: Sac Metro Air District Communications Office
279-207-1122 x 4411

Sacramento Region Air Districts Celebrate 30th Spare The Air Campaign *Area residents asked to continue improvements to local air quality*

SACRAMENTO, Calif. – This year marks a significant milestone for the Sacramento region Spare The Air campaign. The Sac Metro Air District and the air districts of the Sacramento region are celebrating the beginning of the program's 30th season, which starts today, May 1. Through October 31, when the Air Quality Index (AQI) for ground-level ozone pollution is forecast to meet or exceed 126, and air quality is unhealthy for sensitive groups, a Spare The Air alert will be issued.

Since its start, Spare The Air has played a vital role in promoting air quality awareness and encouraging residents and businesses to make actionable changes to reduce air pollution in the Sacramento region. While air quality has dramatically improved throughout the Sacramento region, there is still more we can do to further reduce pollution levels and meet state and federal air pollution reduction goals.

The focus of the 30th season of the Spare The Air campaign continues to be encouraging the following actions:

- Driving less to help reduce car emissions, especially on a Spare The Air day
- Teleworking at least once per week, or when possible
- Using active transportation, such as riding a bike, walking, or taking a scooter for your errands, or commuting to work
- Taking public transit or carpooling to reduce the number of single-passenger cars on the road
- Using a low or zero-emission vehicle

Over the past three decades, Spare The Air has fostered partnerships with meteorologists, public information officers, teachers, local city and county officials, and sports teams to help reduce ground-level ozone and share public health awareness messages. The Spare The Air mascot, Scooter, has attended over 350 community events, engaging with residents and businesses. More than 382,000 printed materials, 51,000 premium items, and 48 partner newsletters were distributed just over the past decade. The campaign has also reached general and multicultural audiences through social media, digital and out-of-home advertisements, print publications, and school assembly programming.

For additional Spare The Air information, and access to daily air quality forecasts and real-time air pollution readings for Sacramento, Placer, Yolo, Solano, and El Dorado counties, please visit [SpareTheAir.com](https://www.sparetheair.com), and follow Spare The Air on [Facebook](https://www.facebook.com/sparetheair), [Twitter](https://twitter.com/sparetheair), or [Instagram](https://www.instagram.com/sparetheair).

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