

USE SCHOOL LETTERHEAD

MEDIA RELEASE <date>
FOR IMMEDIATE RELEASE

<Your school> takes action on air pollution

Smogbusters Way To School Week/Day on <date>

On <date><number of> students from <your school> will help combat increasing air pollution and greenhouse gas emissions in <capital city> by participating in the **Smogbusters Way To School** program.

<Teacher's name> said, "**Smogbusters Way To School** is designed to encourage students, parents and teachers to consider the impact of motor vehicle travel, particularly to and from school, on urban air quality and greenhouse gas emissions."

"Many parents consider it unsafe for children to use public transport, walk or ride their bikes to school because there are so many cars on the road at this time of day," said <Title and name of Smogbuster Project Officer>, Smogbusters Project Coordinator.

"**The Smogbusters Way To School** is intended to give teachers, students and parents an opportunity, and incentive, to halt this spiralling problem by getting to school without using a car."

<Your school> will calculate the total vehicle kilometres travelled in an ordinary <week/day>, and then attempt to reduce that amount during **Smogbusters Way To School** <week/day>. They will also calculate the amount of air pollution and greenhouse gas emissions they have reduced.

The **Smogbusters Way To School** program is a joint initiative of the Conservation Councils of Australia and the Federal Government through the Natural Heritage Trust.

For more information contact:

<teacher's name and phone number> or Smogbuster Project
Officer (in your state) <name> ph: <state contact no>

USE SCHOOL LETTERHEAD

MEDIA RELEASE <date>
FOR IMMEDIATE RELEASE

<Your school> *reduces air pollution*

Report on Smogbusters Way To School Week/Day on <date>

In one <day/week> students from <your school> reduced air pollution and greenhouse gas emissions by <x amount> - simply by changing the way they travelled to school.

<Teacher's name> said, "Walking, cycling, ridesharing and using public transport reduced the amount of vehicle kilometres travelled by <x amount>."

"As well as the reduction of carbon dioxide emissions, air pollution was reduced by <x amount> of hydrocarbons, <x amount> of carbon monoxide and <x amount> of nitrogen oxides. Not a bad days work for students keen to do something positive for their environment."

The **Smogbusters Way to School Kit** was designed to encourage students, teachers and parents to consider the implications of motor vehicle travel on urban air quality and greenhouse gas emissions, in this case for journeys to and from school.

According to <Smogbuster Project Officer Name>, Smogbusters Project Coordinator, "this is a significant and important reduction in pollution for only one <week's/day's> effort. Imagine what could happen if we all left our cars at home more often."

Smogbusters Way To School is a joint initiative of the Conservation Councils of Australia and the Federal Government through the Natural Heritage Trust.

For more information contact:

<teacher's name and phone number> or Smogbuster Project
Officer (in your state) <name> ph: <state contact no>

