

WHAT IS THE CLEAN AIR CAMPAIGN?

The Clean Air Campaign is a not-for-profit organization that motivates Georgians to improve air quality and reduce traffic congestion. We focus on these issues because they are linked — vehicle emissions contribute to smog formation. Reducing traffic congestion also improves quality of life in the region.

Formed in 1996 by government, business, civic, health, environmental and educational organizations, The Clean Air Campaign provides a variety of voluntary programs and services, including free employer assistance, public information and children's education.

What We Do

- **Free Employer Assistance**
 - Free, one-on-one employer outreach to design and implement commute options programs
 - Other smog-reducing strategies
- **Public Information**

Educate area employers and residents about air pollution and traffic congestion solutions through:

 - Mass advertising & public relations
 - Community outreach and speakers bureau
 - Smog alert notifications
 - Web site & call center (1-877-CLEANAIR)
- **Financial Incentives**
 - Cash for Commuters
- **Children's Education**
 - Free in-school programs with BAIR, the Better Air Bear
 - Statewide curriculum initiative for grades 4-8

1-877-CLEANAIR
cleanaircampaign.com

