

Who: Tim Metcalfe, Mayor Dave (invited), Dane County Supervisor Brett Hulsey, members of the Wisconsin Clean Diesel Coalition and Dane County Clean Air Coalition and others.

What: Press conference to announce that Hilldale Sentry is the first idle-free store in the state.

When: Tuesday July 21, 2:00 pm

Where: Sentry Hilldale loading dock, on the west side of Hilldale Sentry.

Why: Reducing unnecessary diesel idling is one of the best ways to protect health, save fuel, reduce air pollution and the risks of global warming.

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For Immediate Release

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Not Sitting Idly By

*Local Grocer Leads Effort for Energy Independence
Press Conference, July 21, 2009 at 2:00 PM*

When Tim Metcalfe, co-owner of Metcalfe's Sentry at Hilldale Mall, heard about the waste idling diesel trucks emit, he did not just sit idly by, he spearheaded a campaign to prevent idling trucks from spewing smog.

Now, Hilldale is the first mall in Wisconsin, and one of the first in the nation, with anti-idling rules.

“Outside of Metcalfe's Sentry alone, we had trucks idling for a combined 15 hours every day. By simply requiring them to turn off the gas, we're basically preventing nearly 110,000 pounds of CO₂ from entering the atmosphere yearly,” says Metcalfe.

The group pushing the unnecessary idling restriction will host a press conference at Metcalfe's Sentry on Tuesday, July 21 at two pm to report how much fuel the rule will save once it goes into effect. Invited are representatives from University of Wisconsin-Madison, the Department of Natural Resources as well as Mayor Dave Cieslewicz, Dane

County Executive Kathleen Falk, Dane County Supervisor Brett Hulsey and Tim Metcalfe himself, the group wishes to report on their success and new efforts to expand the program.

A Washington State University study estimates nationally there are roughly 458,000 semi trucks averaging over 500 miles of travel per day. In addition to this, the trucks also spend an average of six hours per day idling. This consumes in excess of 840 million gallons of diesel yearly and outputs over 16 billion pounds of CO2 into the atmosphere.

“This rule keeps more fossil fuel in the ground and less CO2 in the air. It's simple solutions such as this one that will drive us toward energy independence,” says Metcalfe.

Last year, Hulsey introduced Ordinance Amendment 19 to ban unnecessary idling of diesel vehicles. It will limit diesel trucks to five minutes of idle time for every hour they sit in the same spot. This ordinance, intended for unincorporated areas of Dane County, might pave the way for additional anti-idling laws in Madison and state-wide, as called for in the Governor’s Global Warming Task Force.

“Not only do we hope to save some fuel and cut back on pollution by stopping unnecessary idling, the health benefits for the whole city are amazing,” says Hulsey. “Studies show that premature deaths from air pollution outnumber murders, it's local leadership like anti-idling rule at Hilldale that will greatly help to improve Madison and Dane County’s air and safety.”

State leaders are considering a statewide ban on unnecessary idling as part of the Global Warming bill, it's up to local business owners such as Metcalfe's Sentry to bring Madison towards energy independence.

"The Metcalfe's leadership on limiting unnecessary idling is truly a breath of fresh air for our community that both prevents pollution and saves fuel," County Executive Kathleen Falk said.

Metcalfe hopes his leading by example will cause people to realize not only does it make sense environmentally to have an anti-idling program, it also makes sense economically.

About Metcalfe's Sentry:

Metcalfe’s Sentry is a locally owned and operated market with locations at Hilldale Mall and in Wauwautosa. In its 92 year history, Metcalfe's Sentry has lead the way in environmental practices. From creating a food miles program, to reducing store water use, to active participation in Dane County Buy Local and REAP, Metcalfe's Sentry is committed to a more sustainable Dane County.