

FOR IMMEDIATE RELEASE

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MULTI-DAY CLEAN AIR ACTION DAY ALERT CALLED IN DANE COUNTY FOR FINE PARTICLE POLLUTION

NOTE TO LOCAL NEWS MEDIA: Please help communicate this urgent pollution prevention message to Dane County area residents. Fine particle pollution levels could potentially exceed the federal health standard from Saturday through Monday night.

The Dane County Clean Air Coalition (CAC) today announced a *Clean Air Action Day Alert* for fine particle pollution effective from **Saturday, November 21st and running through Monday night, November 23rd**. The *Clean Air Action Day* was triggered by the state Department of Natural Resources' (DNR) issuance of an Air Quality Watch for most Wisconsin counties, including Dane County. According to DNR meteorologists, light winds will result in a stagnant air mass forecast to remain over the region through the weekend and into early next week, creating ideal conditions for trapping fine particles and allowing them to build to potentially unhealthy levels.

Recommended Citizen Actions

- Carpool, ride Metro Transit bus, walk or bike to work or recreational activities.
- Combine errands and reduce trips.
- Don't let engines idle -- It gets 0 MPG!
- Conserve energy at home and work by reducing air conditioning and turning off unnecessary lighting and other electrical devices when not in use.
- Open burning and use of burn barrels should be delayed. Avoid use of outdoor wood burning boilers and fireplaces.

A *Clean Air Action Day* lets people know that fine particles could reach an unhealthy level especially for children, older adults, people with asthma or heart disease and adults engaged in vigorous outdoor activities.

"*Clean Air Action Days* are intended to remind all of us in Dane County – government agencies, businesses and residents – that there are a number of actions we can voluntarily take to do our share for healthy air in Dane County," said Lisa MacKinnon, Project Coordinator of the CAC.

During *Clean Air Action Days*, government agencies, businesses and citizens are asked to do their share for cleaner air and the health of local residents by engaging in fine particle pollution-reducing activities to help protect air quality and help ensure that Dane County continues to comply with all federal air quality standards.

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Since the establishment in 2008 of a stricter federal health-based standard for fine particle pollution, Dane County has come closer to the threshold for being declared a “non-attainment area” for fine particle air pollution. Fine particles are very small particles with diameters less than 2.5 microns (about 30 times smaller than the diameter of a human hair). Major contributors to fine particle pollution include trucks, passenger cars, off-road equipment, electric power generation, open burning and agricultural sources.

Over half of Dane County’s air pollutants come from our cars and trucks, as well as other gasoline and diesel engines that power everything from construction equipment to leaf blowers.

Due to their small size, fine particles are easily inhaled and are deeply deposited into the lungs, which can aggravate and even cause serious health problems such as heart and lung disease. On a *Clean Air Action Day*, residents are advised to monitor their health and to consult their physician if they have any health-related concerns.

For more information on Clean Air Action Days, visit the Dane County Clean Air Coalition website at www.healthyairdane.org. Air Quality Watches and Advisories will be posted on the main DNR internet page, <http://dnr.wi.gov/>, as soon as they are issued. The Air Quality Hotline is 1-866-DAILY AIR (1-866-324-5924) and will be updated when watches or advisories are issued. To sign up for the DNR listserv and receive watches or advisories by e-mail, go to <http://dnr.wi.gov/org/aw/air/health/listserv.html>.

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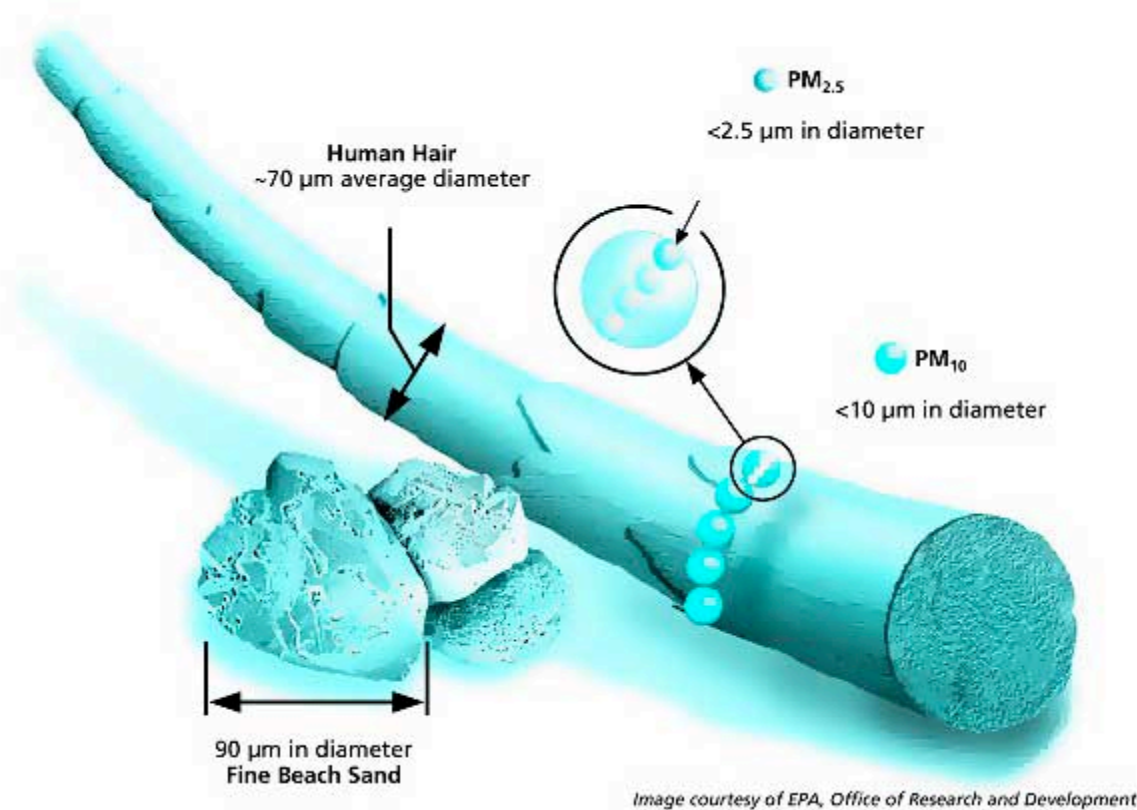


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