

FOR IMMEDIATE RELEASE

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**Mayors Becker and Corroon Launch Idle-Free Utah Campaign
Today**

Mayors Will Urge Parents to Voluntarily Turn Cars Off While Waiting for Kids

SALT LAKE CITY – Salt Lake County Mayor Peter Corroon and Salt Lake City Mayor Ralph Becker surprised parents at Hawthorne Elementary today with a visit intended to spread the word about an important message: “Turn your key, be idle free.” The Mayors kicked off a public education campaign today, in coordination with the Utah’s Department of Air Quality and other community partners.

The Mayors are hoping to educate residents about saving gas, improving air quality and promoting good health by turning off car engines whenever parked and waiting for more than 10 seconds (except in traffic).

“The goal of this campaign is to get drivers in the habit of turning off their engines whenever they are idling for an extended amount of time,” said Mayor Corroon. Mayor Corroon also addressed many of the myths associated with idling such as the commonly held and mistaken belief that idling uses less gas than turning a car on and off.

“Drivers can save money, breathe easier, and reduce harmful emissions when they cut their idling time,” said Mayor Becker. Becker highlighted the fact that children are an important population to focus early awareness efforts on because their developing lungs take in 50% more air per pound of body weight than adults. This makes children more susceptible to respiratory problems like asthma than adults.

Hawthorne Elementary is one of 63 schools in the Salt Lake Valley that have joined Idle-Free Utah’s outreach efforts being launched this week. The campaign will include distributing over 20,000 window clings for cars, promotion at schools, television ads and a detailed website where people can learn more about the affects of idling.

For more information on the campaign, visit: www.idlefree.utah.gov.

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