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MAYOR LAUNCHES AIR QUALITY EDUCATIONAL INITIATIVE
CITY-PUBLISHED BOOK “AIR SCHMAIR” TEACHES CHILDREN, PARENTS ABOUT REDUCING AIR POLLUTION

INDIANAPOLIS – Mayor Greg Ballard today introduced to schoolchildren throughout Marion County an initiative aimed at educating young people about air pollution and ways they can help improve air quality in the City of Indianapolis. “Air Schmair,” a children’s book created and published by the City’s Knozone program, encourages children and their parents to focus on sustainability and contribute to creating a cleaner, healthier environment.

“Air quality and sustainability are things that everyone can impact, even our youngest citizens,” said Mayor Ballard. “By starting early talking about good practices and changing behavior, such as recycling and biking or walking short trips rather than taking a car, we can raise the next generation to be focused on sustainability. We want those who are in the classroom now to live in sustainable cities as adults.”
“Air Schmair” is an illustrated children’s book intended for kindergarten through fourth-grade students. The book is a fun and easy way to help children understand the risks of polluted air and ways they can contribute positively to Indianapolis’ air quality. Mayor Ballard read the book aloud today to a group of kindergarten through first-grade students at The Project School.

A total of 5,000 books will be delivered to schools and other organizations, including every kindergarten through fourth-grade classroom in Indianapolis and every Indianapolis-Marion County Public Library branch. As part of Brightpoint’s Bright Green Earth Week, Brightpoint Americas President J. Mark Howell and employee volunteers hand delivered books to students at The Project School. Brightpoint employees also will deliver copies to schools, public library branches and nonprofit organizations according to the distribution plan created by the City.

The week of April 17 is Brightpoint’s Bright Green Earth Week, an effort to demonstrate the company’s commitment to environmental sustainability. Throughout the week, Brightpoint will work with seven different organizations and donate more than 400 hours of community service.

“Air Schmair” was published by Knozone, the City of Indianapolis’ voluntary air pollution education program. Now in its 14th year, the program educates the public about the effects of ground-level ozone (smog) and fine particle pollution (soot) on public health and the environment. Miles Design developed “Air Schmair.”

The Knozone program also is a call to action for Indianapolis citizens and businesses. During this Knozone season, residents can help improve Indianapolis’ air quality by taking simple actions including:

- Reducing vehicle idling
- Biking or walking instead of driving
- Carpooling
- Using public transportation
- Combining errands
- Filling gas tanks and mowing grass after 6 p.m.

For more information, visit www.knozone.com or call (317) 327-4AIR for current air quality information.

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