**For Immediate Release**

**[DATE]**

# MEDIA ADVISORY

## *[Organization/Entity Name] to Participate in* ***California Clean Air Day*** *as part of a statewide day of action on Wednesday, October 7, 2020*

**What:**To address community health concerns related to air quality, [Organization/Entity Name] has pledged to participate in the 2020 California Clean Air Day. By doing so, [Number] of employees in [Location or “across California”] will be [what actions will be taken]. This will reduce the pollution in the air, which matters more than ever with the impacts of COVID-19 being exacerbated by local air quality. It also serves to educate the community of [Organization/Entity Name] by example how everyone has a role in clearing the air and increasing the health of our community.

Designed around individual actions, California Clean Air Day is a non-profit, statewide program built on the idea that shared experiences unite people to action to improve our community health. On October 7, 2020, millions of Californians will take simple, individual actions to clear the air and improve their and their community’s health while still being socially distant. Over 650,000 people participated in 2019, and it is anticipated that many more will participate in 2020.

California Clean Air Day allows for virtual participation and the ability for businesses, schools government agencies, and other organizations to sign up as a way to engage their members, students, employees, and customers to encourage participation. They can choose from a menu of activities to clear the air from changing air filters to opting not to drive to switching out harmful cleaning products.

Visit [CleanAirDay.org](https://cleanairday.org/) to see the pledge and more information on this statewide day of action that is easy, fun, and totally California.

**Who:**[List the principles or key leaders participating in your Clean Air Day activity)

**When:**[Date]

**Potential Media Opportunities & Locations:**[Describe what media might be able to show on camera or in pictures, who they might be able to interview via Zoom or Skype, and what the activity might look like if they were to report on it.]

For Example:

San Bernardino, CA: 8:45am

A full elementary school verbally taking the Clean Air Pledge during a clean air assemble with elected officials and community leader.

E. Neal Roberts Elementary ([494 E 9th St, San Bernardino, CA 92410](https://www.bing.com/maps?&ty=18&q=E.%20Neal%20Roberts%20Elementary%20School&satid=id.sid%3a0e577c1b-3400-4e20-bfa0-57beb1b5f7f3&ppois=34.1157760620117_-117.273994445801_E.%20Neal%20Roberts%20Elementary%20School_~&cp=34.115776~-117.273994&v=2&sV=1))

Assembly will be starting right at 8:45am.

More Details at <https://cleanairday.org/san-bernardino-community-joins-the-clean-air-day-effort/>

**Contacts:**[Your Local Contact for the media]  
Coalition for Clean Air: Brian Sheridan 213-797-9920 (mobile)

**About Coalition for Clean Air***Since 1971, the Coalition for Clean Air has worked to protect public health, improve air quality and prevent climate change in California. With offices in Los Angeles and Sacramento, CCA advocates for effective policy solutions to achieve clean air for California.*

**About [Organization/Entity Name]**[provide a very brief description about your organization as background]

**Social Media**

*[Organization/Entity Name]:*

*[Insert platforms and handles]  
  
 California Clean Air Day:*

Twitter and Instagram: @CleanAirDay

Facebook: [www.facebook.com/CleanAirDay](http://www.facebook.com/CleanAirDay)

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