



Media Contact:

Tim Hanson

T: 512-671-9400

E: thanson@pgccreative.com

**Ozone Action Heroes Thanks 2009 Sponsors
Austin Area Within Federal Ozone Standards**

Your air. Your commitment.

Help fight harmful ozone by taking three simple steps

Austin capital area in federal compliance, planning for 2010 and beyond

AUSTIN, Texas –Dec. 1, 2009 – The Ozone Action Heroes Campaign is recognizing its 2009 corporate sponsors today and thanking them for their support. The partnership encourages people to take simple, yet heroic steps to help reduce harmful ground-level ozone.

The Ozone Action Heroes for 2009 include Amy’s Ice Creams, Austin Diagnostic Clinic, Austin Energy, Capital Metro and Champion Toyota.

“Without the strong support and dedication of our corporate sponsors, Ozone Action Heroes would not have been able to reach the millions of people in Central Texas as effectively,” said Cathy Stephens, environmental program manger of the Capital Area Metropolitan Planning Organization (CAMPO). “On behalf of CAMPO, I want to extend my heart-felt appreciation to our sponsors. Their help allowed us to stay within federal compliance for 2009.”

Sponsors assisted in a variety of ways, including:

Amy’s Ice Creams

- Sending e-blasts to employees asking them to register as Ozone Action Heroes and make the pledge to add a minimum of three simple ozone reducing activities into their daily routines
- Sponsor ice cream party to help school contest, encouraging students, families and organizations to take the ozone heroes’ pledge

Austin Diagnostic Clinic

- Sending e-blasts to employees asking them to register as Ozone Action Heroes and make the pledge to add a minimum of three simple ozone reducing activities into their daily routines

- Publishing an article in their monthly newsletter to help increase ozone awareness
- Posting Ozone Action Heroes educational posters in the elevators at their 10 clinics in Austin and surrounding areas
- Distributing FAQs about health risks associated with high levels of ozone in clinics and doctors' offices
- Using Ozone Action Heroes coloring pages, word search, maze puzzles and information about the ozone pledge to educate patients at their Children's Clinic about the harmful effects of ground-level ozone
- Scheduling an Allergist/Immunologist for local media interviews to discuss the harmful effects of ground-level ozone on Austin metro area residents

Austin Energy

- Sending e-blasts to employees asking them to register as Ozone Action Heroes and make the pledge to add a minimum of three simple ozone reducing activities into their daily routines
- Purchased multiple radio spots on Austin-area radio stations featuring the Ozone Hero campaign
- Purchased advertising space and paying printing costs for placards located on 190 Capital Metro buses advertising the Ozone Action Heroes campaign

Capital Metro

- Sending e-blasts to employees asking them to register as Ozone Action Heroes and make the pledge to add a minimum of three simple ozone reducing activities into their daily routines
- Donated two weeks advertising space in the Austin American Statesman
- Donated advertising space on 190 Capital Metro buses advertising the Ozone Action Heroes campaign
- Paid for printing and distribution of Passenger Notices about the Ozone Action Heroes campaign

*Ozone Action Heroes Thanks 2009 Sponsors
Austin Area Within Federal Ozone Standards
Nov. 30, 2009
Page 3 ~*

Champion Toyota

- Participant in Ozone Action Heroes Campaign Kick-off Press Conference
- Sending e-blasts to employees asking them to register as Ozone Action Heroes and make the pledge to add a minimum of three simple ozone reducing activities into their daily routines

About Ozone Action Heroes

Ozone Action Heroes' mission is to empower, educate, and encourage citizens and businesses in the Capital/Alamo Area to take action and help improve air quality. The Capital Area Metropolitan Planning Organization (CAMPO) oversees the Ozone Action Heroes project. For more information about CAMPO, please visit www.campotexas.org. For more information about Ozone Action Heroes, please visit www.ozoneactionheroes.com.