



Dear Faculty and Staff:

Join the force with other community leaders by helping improve Austin's air quality.

It only takes a minute to take the pledge and become an Ozone Action Hero at [www.ozoneheroes.com](http://www.ozoneheroes.com).

Ozone Action Heroes' mission is to empower, educate, and encourage kids, families and businesses in the Capital Area to take action and help improve our air quality. As part of the Capital Area Metropolitan Planning Organization (CAMPO), our goal is to improve air quality and comply with ozone-level requirements.

Partnering with schools, we will educate and empower students to be heroes of their own environment. Students can make a significant difference in everyday activities. We encourage schools to promote the Ozone Heroes' school contest in any means the school can facilitate: web links, flyers, student and parent communications and materials. We will provide the design and copy materials at [www.ozoneheroes.com](http://www.ozoneheroes.com).

The winning school will win an Amy's Ice Cream party. In a five county area that includes 33 school districts, we are reaching out to students and their families for help with ozone reduction awareness. Ozone Action Heroes is organizing a contest for all Central Texas area schools—"Who can get the most Ozone Action Heroes pledges by Oct. 23, 2009?" Pledging must be done on the Web site at [www.ozoneheroes.com](http://www.ozoneheroes.com).

The winning school will be featured on the Ozone Action Hero Web site and will be awarded an **Amy's Ice Cream party**.

This is an exciting opportunity for teachers, students and Ozone Action Heroes alike—getting kids excited about helping the environment.

We appreciate your consideration. Please feel free to contact me at 512-671-9400 for any questions you may have.

Sincerely,

Sha Embree  
PGC Creative



## BACK TO SCHOOL OZONE ACTION HERO PLAN

We are reaching out to schools in Bastrop, Caldwell, Hays, Travis and Williamson counties—encouraging them to become Ozone Action Heroes.

Joining us in the fight against harmful emissions are Champion Toyota, Amy's Ice Creams, Austin Energy and Austin Diagnostic Clinic.

Ozone Action Heroes is reaching out to schools in the five counties in the Central Texas area to battle against harmful ozone emissions that pollute our air.

Ozone Action Heroes is holding a contest to see which school can get the most people to pledge their support to become an Ozone Action Hero. By changing some simple habits, we can all help reduce the amount of harmful emissions affecting our ozone. Join the fight and help improve our air quality at [www.ozoneheroes.com](http://www.ozoneheroes.com).

Schools will be competing against one another to have as many people pledge to commit to at least three simple, yet heroic, actions. These actions include sharing a ride to school, turning off the lights when leaving a room and powering down the computers at the end of each day.

The school with the most pledges will win an Amy's Ice Cream party and a trophy.

The contest starts Sept. 14, 2009 and ends on Oct. 23, 2009. The winning school will be announced on Oct. 28, 2009.

You can find flyers, crossword puzzles, coloring pages, contest details and rules at [www.ozoneheroes.com](http://www.ozoneheroes.com). Please use the attached jpeg file to distribute to your contact list, Parent/Teacher Organizations, etc to spread the word about this wonderful and fun contest.

If desired, we can also accommodate your school with an Official Ozone Action Hero to talk to students about the contest and what Ozone Action Heroes is all about. To receive an email version of the flyer, please email [jblackmar@pgccreative.com](mailto:jblackmar@pgccreative.com) using the email subject – Email Ozone Flyer

Please contact Deborah Jennings at 512-671-9400 or [djennings@pgccreative.com](mailto:djennings@pgccreative.com) for any questions you may have.

Please keep in mind that everyone who pledges as an Ozone Action Hero will receive a free t-shirt while supplies last.



## OZONE ACTION HEROES CONTEST OFFICIAL RULES

1. Sponsor. The Sponsor of the contest is Ozone Action Heroes.
2. No purchase necessary to enter or win. A purchase will not increase your odds of winning. All local, state and federal laws and regulations apply. Void where prohibited.
3. Eligibility. Participants must reside in Bastrop, Caldwell, Hays, Travis and Williamson counties. One registration per person is allowed. Registering more than once will not increase a school's chances.
4. How to Enter. The Contest will begin at 12:01 a.m. Central Time on Sept. 14, 2009 and end at 11:59 p.m. Central Time on Oct. 23, 2009. Go to [www.ozoneheroes.com](http://www.ozoneheroes.com), enter your information, identify your school, and submit the pledge form. The winning school will be announced October 28. Have moms, dads, sisters, brothers, and neighbors, anyone you can think of to pledge and help your school win.
5. Contest Prizes. The Winning School will be mentioned on the Ozone Action Heroes Web site, will win an Amy's Ice Cream party, and will receive a trophy. The party must be redeemed by May 31, 2010.
6. Winner Selection/ Grand Prize Winner. Contest for the selection of the Grand Prize Winner consists of which school can get the most people to pledge action to help the ozone by filling out the pledge form on the [www.ozoneheroes.com](http://www.ozoneheroes.com) Web site. Students, friends and families can start pledging at 12:01 a.m Central Time on Sept. 14, 2009 and end on Oct. 23, 2009 at 11:59 p.m. Central Time. One registration per person is allowed. Registering more than once will not increase the school's chances of winning. The winning school will be announced on October 28, 2009.
7. Winner Notification and Acceptance. The winning school will be notified on October 28, 2009. Failure to reach winner within five (5) business days of first notification may result in disqualification of winner and forfeiture of all prizes, and selection of a substitute winner from among all remaining eligible schools. Return of prize notification as undeliverable may result in disqualification and an alternate winner may be selected. Winners may waive their right to receive prizes. The prize is non-assignable and nontransferable. No substitutions allowed by winner. The prize and individual components of prize packages are subject to availability. Winner must redeem party by the end of May 31, 2010.
8. Participation: By participating, entrants agree to be bound by the Official Rules and the decisions of the Contest judges. Ozone Action Heroes reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Ozone Action Heroes. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Ozone Action Heroes reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Ozone Action Heroes reserves the right to award the prize based on the entries received before the termination date.
9. Limitation of Liability. By participating, entrants agree to release, discharge, and hold harmless Ozone Action Heroes, and each of their respective partners, affiliates, subsidiaries, advertising agencies, agents and their

employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. Sponsors are not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any E-mail entry to be received on account of technical problems or traffic congestion on the Internet or at any Web site, human errors of any kind, or any combination thereof, including any injury or damage to entrants' or any other persons' computers related to or resulting from participation, uploading, or downloading of any materials related to this Contest.

10. Construction: The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
  
11. Additional Terms and Conditions. The decisions of Ozone Action Heroes and Contest judges regarding the selection of winner and all other aspects of the Contest shall be final and binding in all respects. Ozone Action Heroes will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest.



### **Back to School 30 Second Commercial**

Superhero Boy: Holy ozone! Central Texas is growing and it's affecting our air.

Superhero Girl: You're right Captain Ozone! We need a force of Ozone Action Heroes to save our air.

Superhero Boy: Join the **Ozone Action Heroes** (with loud, booming, echoey voice) at [ozoneheroes.com](http://ozoneheroes.com). Take the pledge and identify your school. The school with the most pledged Ozone Heroes will win an **Amy's Ice Cream Party** (with loud, booming, echoey voice)!

Superhero Girl: Your Air. Your Commitment. Go to [ozoneheroes.com](http://ozoneheroes.com) for official rules and details.

### **Back to School 15 Second Commercial**

Superhero Boy and Girl: Ozone Action Heroes needs your help to save our air.

Superhero Boy: Take the Hero pledge at [ozoneheroes.com](http://ozoneheroes.com) and identify your school to win an **Amy's Ice Cream Party** (with loud, booming, echoey voice) for your school!

Superhero Girl: Take the pledge at [ozoneheroes.com](http://ozoneheroes.com) and see the official rules and details!

# HERO

[ozoneactionheroes.com](http://ozoneactionheroes.com)

## About Ozone Action Heroes

The Ozone Action Heroes is a campaign by the Capital Area Metropolitan Planning Organization (CAMPO) to ensure compliance with the U.S. Environmental Protection Agency's (EPA) strengthened health-based standard for ground-level ozone.

Ozone Action Heroes' mission is to empower, educate and encourage residents and businesses in the Capital/Alamo area to take action to help improve our air quality.



Aspiring Ozone Action Heroes are asked to take the "Your air. Your commitment." pledge online at [www.ozoneheroes.com](http://www.ozoneheroes.com). By committing to at least three simple, yet heroic, actions such as refueling after 6 p.m., checking tire pressure and turning off the lights, the Capital area can win the battle against air pollution.

## About The Capital Area Metropolitan Planning Organization (CAMPO)

CAMPO is the Metropolitan Planning Organization (MPO) for Williamson, Travis and Hays Counties in Central Texas. Campo was established in 1973 and is governed by the Transportation Policy Board comprised of local, regional and state officials.



The purpose of CAMPO is to coordinate regional transportation planning with cities, counties, the Capital Metropolitan Transportation Authority, the Capital Area Rural Transportation System, the Texas Department of Transportation and other transportation providers in the region. CAMPO also approves the use of federal transportation funds within the region.

The five-county Austin/Round Rock Metropolitan Statistical Area (MSA), which includes Bastrop, Caldwell, Hays, Travis and Williamson Counties, has the risk of being designated for nonattainment of the federal 8-hour ozone air quality standards. This is due to unhealthy air quality levels during the summer months. **Failure to clean up the region's air, as required, can result in restrictions on economic growth and a partial loss of federal highway funding.**

Both the EPA and the Texas Commission on Environmental Quality endorse the concept of early action plans to improve air quality. These plans include local selection of emission reduction strategies, resulting in clean air sooner than otherwise required as an alternative to the standard nonattainment process. Instead of waiting for a nonattainment designation, **the MSA has proactively developed and is in the process of implementing early action plans to clean up the air now.** Instead of responding to federal sanctions when it is too late, you can help by becoming an Ozone Action Hero and help spread the word.

Be a Hero, take the pledge at [www.ozoneheroes.com](http://www.ozoneheroes.com). Tell all your friends and family to do their part in cleaning up our air by becoming Ozone Action Heroes today!

Contact:  
Sha Embree at  
[sembree@pgccreative.com](mailto:sembree@pgccreative.com)  
512-671-9400

Follow us on Twitter:  
<http://twitter.com/OzoneActionHero>

Be our Friend on Facebook:  
[www.facebook.com/pages/Ozone-Action-Hero/72583067284](http://www.facebook.com/pages/Ozone-Action-Hero/72583067284)

Visit us on MySpace:  
[www.myspace.com/OzoneActionHero](http://www.myspace.com/OzoneActionHero)



