



**NEWS RELEASE:** September 15, 2010

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**2010 POLLUTION PREVENTION SCHOOL CHALLENGE  
Be Creative & Green Your School!**

The SLO County Air Pollution Control District (APCD) is excited to announce the launch of the 2010 Pollution Prevention School Challenge to spotlight school programs that reduce pollution and challenge youth to think of ways they can reduce air pollution at their school or classroom. The 2010 School Challenge is asking young people to get creative and develop a project or program in their class or club that would reduce air pollution on campus. Three awards will be issued to showcase one project from each category: elementary, middle school, and high school.

Classes and clubs throughout SLO County are encouraged to think outside of the box and develop projects that range anywhere from videos, essays, story boards or live performances. Projects will be judged on: 1) creative thinking and environmental stewardship, 2) real feasible strategies, 3) amount of air pollution reduced, 4) transferability to other schools, and 5) overall presentation. The winning classes/clubs will be recognized in the local media, participate in an award ceremony at the December 1 APCD Board Meeting (streamed live and archived on the County web site), and receive a free pizza and ice cream party!

Don't delay, time is pressing! Classes/clubs interested in participating in this challenge are urged to pre-register at the APCD's website (<http://www.slocleanair.org/programs/poll-prevention2010.php>) by Wednesday, September 22. **Projects are due on Friday, October 22.**

For more information and to pre-register for the challenge, please visit our website at [www.slocleanair.org](http://www.slocleanair.org) or call 805-781-5912.

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