

Air Quality Flag Program: Press Release Template

Headline: [Organization Name] Flies an Air Quality Flag to Protect Health

FOR IMMEDIATE RELEASE

CONTACT NAME

DATE HERE

TELEPHONE

EMAIL ADDRESS

[City, State]-- [NAME OF ORGANIZATION] is raising a brightly colored flag to help their employees and members of the community be aware of daily air quality conditions. The [NAME OF ORGANIZATION] has joined the U.S. Environmental Protection Agency's Air Quality Flag Program to help protect people's health.

[INSERT QUOTE (from Head of Organization) HERE]

Each day, [NAME OF ORGANIZATION] will raise a flag based on the color of the Air Quality Index (AQI) to show how polluted the air is expected to be. By comparing the colored flags to the AQI, everyone who sees the flags will know what actions to take to protect their health. Green signals good air quality, yellow is moderate, orange means unhealthy for sensitive groups (like children and people with asthma), and red signals unhealthy air for everyone. A purple flag means the air quality is very unhealthy and sensitive groups should avoid all outdoor exertion while everyone else should limit outdoor exertion.

Our local air quality can affect our daily lives. And it can change from day to day, season to season, and can even vary depending on the time of day. The AQI provides information about the health effects of common air pollutants, and how to avoid those effects. The flags alert people to that particular day's air quality, so they know when to modify their outdoor activities, like exercising for less time or moving exercise indoors when necessary.

Getting up-to-date air quality information is easy by subscribing at www.enviroflash.info or downloading the [AirNow app](#). You can get the daily air quality forecast sent to your email, cell phone or Twitter. This is especially helpful for those who are sensitive to the effects of air pollution, such as children, adults who are active outdoors, people with heart and lung disease, and older adults.

For more information on the Air Quality Flag Program visit EPA's AirNow website at www.airnow.gov/flag.

[Insert link to state or local website.]