



Hold For Release: Thursday, September 22, 2016

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MEDIA ADVISORY

Pittsburg Unified School District Becomes First East Bay School District to Create “Idle Free Zones”

Pittsburg Unified School District (PUSD) teams up with the City of Pittsburg and The Contra Costa Spare the Air Resource Team to launch Idle Free Zones throughout the school district, encouraging staff, parents, and students to turn the key and be idle free at work, school, and play. PUSD is the first school district in the East Bay to take on this Idle Free initiative, which is an effort to help reduce air pollution in the City of Pittsburg. Car exhaust is the single largest contributor to air pollution in the Bay Area.

WHAT: Community Event to Kick-Off Idle Free Pledge at Pittsburg Unified School District

WHERE: Martin Luther King Jr. Junior High School, 2012 Carion Court, Pittsburg

WHEN: Thursday, September 22, 2016 at 2:00pm – 3:00pm

WHY: Taking the “Idle Free Pledge” is a team effort to help reduce air pollution. A single vehicle dropping off and picking up kids at one

school puts three pounds of pollution into the air per month.
Children breathe 50% more air per pounds than adults.

WHO: PUSD Superintendent, School Board, The Contra Costa Spare the Air Resource Team, City of Pittsburg officials, and students of Martin Luther King Jr. Junior High School will speak at Community Event.

PHOTO OPP: Photo and video opportunities are available at the Idle Free Community Event and Idle Free Selfie Station at Martin Luther King Jr. Junior High School. Please contact Nicky Mora, District Communications and PR Specialist, if you plan on covering this event at (925) 473-2427 or (831) 578-7180 (cell).

About Pittsburg Unified School District

Awarded the College Board's Gaston Caperton Opportunity Honor Roll award in 2016 for expanding access to college, Pittsburg Unified School District (PUSD) is one of 130 school districts across the nation recognized for creating opportunities for traditionally underrepresented students. PUSD is a K-12 district serving the community of Pittsburg, California. Founded in 1933, the school system is committed to providing an excellent opportunity for all students to learn. Comprised of eight elementary schools, three junior high schools, one comprehensive high school, one alternative education high school, an adult school, independent study, alternative learning experiences, and early childhood education services, the school district serves more than 10,500 students. PUSD is located in the San Francisco Bay Area, fifty minutes outside of downtown San Francisco.

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