



## SAMPLE Newsletter Article

{School Name} is an Idle Free School! We are committed to keeping our schoolchildren safe and healthy while at {School Name} and we need your help. Children are particularly vulnerable to air pollution, such as exhaust from idling cars, for several reasons: they breathe faster than adults, take in 50% more air per pound of body weight, and are simply closer to the ground and, therefore, closer to tailpipes.

{School Name} has an Idle Free policy for school buses, delivery vehicles, cars in the car rider lines, as well as teacher and staff vehicles. We're asking everyone to follow the **10 Second Rule: Turn off your engine if you will be parked for more than ten seconds.** Taking this simple step will not only help the air quality at our school, but it will save you money as well. Idling for more than 10 seconds uses more fuel than restarting you engine.

Helping our children breathe easier is as simple as turning the key. Join us in making {School Name} Idle Free. Learn more at [www.helptheair.org](http://www.helptheair.org).