



Ventura County
Air Pollution
Control District

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NEWS

FOR IMMEDIATE RELEASE

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Program offers free promotion to *green* merchants and vendors

(Ventura, CA) Calling all Ventura County merchants and vendors who offer “green” products and services - - have we got a program for you. The Ventura County Air Pollution Control District is launching its new **Sky Savers** public awareness program this spring. The program will educate county residents on clean air actions they can take to help the environment by providing them with coupon discounts for local green services and products. It will remind everyone that we all have a stake in the county’s clean air efforts. But for those who offer these services, it’s a good deal for their businesses as well.

For those local merchants who have eco-friendly products and services that have a positive effect on the environment and air quality, the APCD wants to highlight you by showcasing your business. **Sky Savers** will present those products and services to thousands of county residents *free-of-charge*. That’s right. The air district will promote the program with media advertising and a website. All you need to do is provide a discount coupon or special offer for your product or service. We’ll do the rest.

To see if your business qualifies for the program, visit www.skysavers.org. For more information on how businesses can participate in the program, call the public information division at the air district at **645-1415**.

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