



Ventura County  
Air Pollution  
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# News

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## **New Low Rolling Resistance Fuel-Efficient Tire Voucher Program**

Ventura, CA (October 8, 2012) - The Ventura County Air Pollution Control District (APCD), in partnership with Mountain View Tire & Service, Big Brand Tire & Service, and the Ventura County Community Foundation, is kicking off our new Low-Rolling Resistance Tire Voucher Program to encourage consumers to choose fuel efficient tires when they buy new tires for their car, SUV, or light-duty truck. Residents of Ventura County may receive a voucher worth \$50 off the price of four fuel-efficient tires by filling out a simple one page voucher application, available on the APCD's website or at our APCD office at 669 County Square Drive, Ventura. Once you have your voucher in hand, take it to one of the Ventura County Mountain View or Big Brand Tire & Service stores. This voucher may be combined with other discounts offered by the manufacturer or supplier.

According to Michael Villegas, Air Pollution Control Officer, "This program will effectively reduce air pollution emissions and save consumers up to \$400<sup>1</sup> over the life of the tires."

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<sup>1</sup> Your mileage may vary depending upon the type and size of vehicle.

The \$50,000 funding for this grant program was provided by the Clean Air Fund, which was formed from a \$1.5 million donation from 3M, and has been held in trust by the Ventura County Community Foundation.

Ventura County residents thinking about purchasing new tires should consider the advantages of saving money and protecting air quality by using fuel-efficient tires. Vouchers are limited by available funds. If you have any questions about eligible tires, see the APCD Web site, [www.vcapcd.org](http://www.vcapcd.org) for more information or contact Stan Cowen at the Ventura County Air Pollution Control District at 805/645-1408.

*The Ventura County Community Foundation (VCCF) is a charitable foundation committed to promoting and enabling philanthropy, building long term capital to benefit Ventura County. Its four primary roles are to be a careful steward of the funds entrusted to its care, a long term partner dedicated to donor intent, an effective grantmaker focusing on the needs of nonprofits and of the community, and a community Leader and convener, focusing on the common good.*

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