



Idle-Free Windsor

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Idle-Free Windsor
is a project of...



Citizens Environment Alliance

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FOR IMMEDIATE RELEASE

Idle-Free Windsor Presents an Anti-Idling Blitz at Kennedy Collegiate Institute

Windsor, Ontario – The Citizens Environment Alliance (CEA) and students of Kennedy Collegiate Institute will implement an **anti-idling blitz** as part of a class project that will have students working with local motorists to reduce vehicle idling.

This one-day event is part of a week-long project designed to teach students how to run an effective anti-idling campaign. Students will observe idling behaviours both before and after the anti-idling blitz in order to assess whether their actions actually led to reduced idling. The day of the blitz, students will hand out print materials, discuss Windsor's anti-idling by-law, and encourage drivers to turn off their engine as they wait -- the aim is to get drivers to make a commitment to turn off their engine as they wait to pick up students at the end of the school day.

“People of all ages can play an important role in helping to reduce vehicle idling in Windsor,” stated Lynn Perreault, Anti-Idling Project Coordinator for the CEA. “Many local motorists are already committed to reducing the amount of time they spend idling their vehicles because they want to save money and reduce harmful vehicle emissions.”

This anti-idling blitz will be held outside on Wednesday, January 24, 2007 from 2:40pm to 3:00pm at Kennedy Collegiate Institute, 245 Tecumseh Road East, Windsor.

For more information, contact:
Citizens Environment Alliance (519) 973-1156
www.idlefreewindsor.org

PRESS RELEASE FAXED TO:

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CBC-CBE Radio (fax: 519-255-3443 and community events fax: 519-255-3412)

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