



LET'S TAKE CARE OF OUR SUMMER AIR.  
OzoneAware.org

**For immediate release**

**Contact:** Sara O'Keefe  
Regional Air Quality Council  
(303) 629-5450, ext. 220  
sokeefe@raqc.org

Katie Wilson  
JohnstonWells Public Relations  
(303) 623-3366  
kwilson@johnstonwells.com

## Help Mow Down Pollution and Breathe Easy This Summer

### *"Mow Down Pollution" Lawnmower Exchange Event on May 13*

Denver (May 11, 2005) – The Regional Air Quality Council (RAQC) is partnering with Neuton Lawn Mower Company and the StEPP Foundation to host the "Mow Down Pollution" lawn equipment exchange to encourage people to upgrade to cordless battery-powered lawn equipment in an attempt to reduce ground-level ozone pollution.

Metro-area residents are encouraged to stop by the event from 9 a.m. to 1 p.m., Saturday, May 13 at INVESCO Field to purchase new, earth-friendly Neuton battery-operated lawnmowers at a deeply discounted price **while supplies last**, when they retire their older, gas-powered lawn equipment. In addition, when residents bring a plastic or metal gas can, organizers will recycle it and give them a non-spill, non-permeable can in its place for FREE!

"Older model gasoline-powered lawn mowers produce disproportionate amounts of pollution," said Ken Lloyd, executive director of the RAQC. "And in the hot, summer months, emissions from lawn equipment contribute to the formation of ground-level ozone pollution, which can cause or worsen a variety of health problems for people. By switching to newer model lawn mowers, people can ensure our air quality stays at healthier levels this summer."

In fact, the California Air Resources Board found that, quart for quart, lawn mower engines today contribute 93 times more smog-forming emissions than 2006 cars. Gas-powered lawn and garden equipment – such as lawnmowers, weed trimmers, and leaf blowers – causes nearly 10 percent of ozone-forming emissions here on the Front Range. Models manufactured before 1997 lawn equipment emissions revisions are particular culprits.

During summer, ozone levels can rise when emissions from vehicles, lawn mowers and other household items "cook" in the hot summer sun. At ground level, ozone pollution is harmful to all of us, especially the young and elderly. Ozone can also trigger attacks and symptoms in individuals with pre-existing health conditions, such as asthma or other respiratory infections.

Tips on preventing ozone pollution from lawn equipment include:

- Delay mowing until evening.
- Use a new, earth-friendly lawn mower – a battery- or electric-powered mower, a non-motorized push mower, or a new gasoline-powered mower. Avoid using two-stroke



## LET'S TAKE CARE OF OUR SUMMER AIR.

OzoneAware.org

---

gasoline-powered yard equipment, such as weed trimmers, since they emit a disproportionate share of air pollution.

- Maintain your mower to help it run cleaner – change the air filter, oil and spark plugs at least once each season. Keep the underside of the mower free of grass build-up.
- Use a funnel to refuel equipment – avoid even small spills and drips.

The event will take place at INVESCO Field at Mile High in Parking Lot F on the southeast corner of Federal Boulevard and W. 19th Avenue.

For more information on the Mow Down Pollution lawnmower exchange, please visit [www.OzoneAware.org](http://www.OzoneAware.org) or contact Sara O'Keefe ([sokeefe@raqc.org](mailto:sokeefe@raqc.org)) at 303-629-5450, ext. 220 or Sarah Schmitz ([sschmitz@raqc.org](mailto:sschmitz@raqc.org)) at ext. 210.

### **About Regional Air Quality Council**

The Regional Air Quality Council is the lead air quality planning agency for the seven-county Denver metropolitan area. In existence since 1989, the Council's main purpose is to develop plans and programs to keep the region in compliance with federal air quality standards, with significant input from area citizens, business, and local governments. The RAQC also oversees the development and implementation of air quality outreach and education programs throughout the region.

### **About the Neuton Cordless Electric Mower**

*Event Price \$250 (normally retails for \$399)*



###