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Your air. Your commitment.

ozoneheroes.com

PGC Creative Implements City of Austin Ozone Heroes Campaign

Your Air. Your Commitment.

City of Austin, Capital Area Metropolitan Planning Organization

Join the Growing Force of Ozone Heroes. Take the Pledge!

AUSTIN, Texas -- April 1, 2010 -- Ozone Heroes, helping people improve air quality, today announced that PGC Creative has been retained for a second year to implement the Ozone Heroes Community Awareness Campaign to reduce harmful ozone-reducing emissions.

Last year's campaign reach included more than 34 million impressions through billboards, radio, print ads and social media marketing. Campaign reach was nearly doubled by participation from Austin area corporate sponsors. The multi-media campaign will be expanded this year to include a television commercial, web based video contest, and possibly mobile applications.

The Ozone Heroes Campaign asks students, families, individuals, businesses and other interested organizations to take the ozone heroes' pledge at ozoneheroes.com by doing 3 simple things to reduce harmful ozone-reducing emissions. The year-round campaign covers Bastrop, Caldwell, Hays, Travis and Williamson counties. Ozone season runs April 1st through October 31st every year.

About Ozone Heroes

Ozone Heroes' mission is to empower, educate, and encourage citizens and businesses in the Capital/Alamo Area to take action and help improve air quality. The Capital Area Metropolitan Planning Organization (CAMPO) oversees the Ozone Heroes project which is implemented by PGC Creative. For more information about CAMPO, please visit www.campotexas.org. For more information about Ozone Action Heroes, please visit www.ozoneactionheroes.com.

For more information about becoming a Corporate Ozone Hero Partner, email djennings@pgccreative.com or call 512-671-9400.

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