

RHDG

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RHDG Awarded Spare the Air PR Contract

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The Bay Area Air Quality Management District has awarded Riezebos Holzbaur (RHDG) with a contract to run their summer Spare the Air public relations campaign.

Spare the Air is an awareness program set up by the Air District to encourage people to adopt alternative modes of transportation in an effort to reduce air pollution. Recognized as a regional resource for environmental protection, the Spare the Air Program educates Bay Area residents and businesses about air pollution and encourages them to change their behavior to improve air quality.

Air pollution is a serious public health concern. Though the air on Spare the Air Days is especially unhealthy, air pollution impacts the air we breathe every day. RHDG is proud to help the Air District inspire and educate residents to use Spare the Air to make clean-air choices a part of their everyday lifestyle. From transportation to energy use, there are countless daily decisions that can be made to keep Bay Area air clean and healthy.

RHDG has been tapped by the Air District to manage other projects such as the 1-800-EXHAUST advertising campaigns, the new Spare the Air branding, and the Spare the Air iPhone App.

For more information about Spare the Air, please visit www.sparetheair.org or www.facebook.com/sparetheair.