



**FOR IMMEDIATE RELEASE**

**[YOUR COMMUNITY] PUTS KIDS FIRST WHILE SAVING FUEL AND IMPROVING PUBLIC HEALTH WITH CLEAN SCHOOL BUS USA PROGRAM**

**Voluntary Idle-Reduction Campaign to Improve Health and Safety of Kids and Community**

**[LOCATION — RELEASE DATE]** — With fuel prices soaring, it is important to think about conserving fuel. [SCHOOL DISTRICT XYZ] is doing its part to save money and conserve diesel fuel by launching an idle-reduction campaign for its school bus fleet. By simply shutting off the engines when the buses are parked, [School District XYZ] will save thousands of dollars this school year. Plans are in place to [LIST YOUR SPECIFIC NEWSWORTHY STEPS SUCH AS TRAINING BUS DRIVERS, PASSING A DISTRICT-WIDE POLICY, REWARDING DRIVERS, ETC.].

***Doing Our Part***

[NAME OF COMMUNITY or ORGANIZATION] is taking the lead on improving the health and safety of kids who ride school buses in the community by participating the National Clean Diesel Campaign's (NCDC) Clean School Bus USA program — a voluntary program originated by the U.S. Environmental Protection Agency (EPA), to help communities across the nation take action for a cleaner, healthier environment.

[GIVE A SHORT BACKGROUND OF YOUR EVENT OR PROJECT. For example: "The XYZ School District will be kicking off the district's Idle-Reduction Campaign (time, place of event, invitation to public). Mr. John Doe, fleet manager for the district, spearheaded the project. School Board President, Ms. Brenda Smith, will help open the event.]

[QUOTE FROM LOCAL OFFICIAL]

***For more information on the Clean School Bus USA Campaign in [YOUR COMMUNITY], go to: [LOCAL GROUP'S WEB SITE]; or contact [LOCAL PERSON'S NAME] by phone at: [LOCAL GROUP'S PHONE NUMBER]; or send an email to: [LOCAL GROUP'S EMAIL. For information on the National Clean School Bus USA campaign, go to: [www.epa.gov/cleanschoolbus](http://www.epa.gov/cleanschoolbus)***