

Door Hangers

Portland, Oregon



The *It All Adds Up to Cleaner Air* campaign inspired Portland to distribute their cleaner air message in a unique way: a series of door hangers. The hangers were hand-delivered weekly during the summer to homes in two neighborhoods, and distributed at community events such as Earth Day and bicycle festivals. Each hanger focused on a different clean air topic, such as biking, walking, taking transit or tune-ups. By asking businesses and neighborhood groups to donate discounted products and services as coupons on the hangers, Portland not only delivered its message, but also gave residents incentives to act on cleaner air ideas.

It all adds up to cleaner air