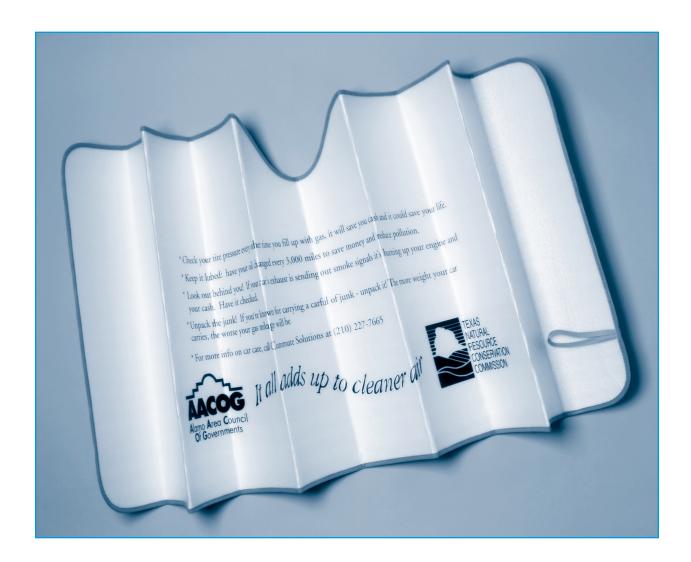
## Vehicle Visor

## San Antonio, Texas



When San Antonio, Texas wanted to spread the It All Adds Up message, it went for the shade. They negotiated with a local radio station, KISS Rock 99.5, to create a vehicle visor that advertised the station and the It All Adds Up to Cleaner Air message. The vehicle visor keeps car interiors cool in the Texas heat. Cooler cars require less air conditioning, which means less air pollution. The visor was a success, and taught the community that simple acts really add up.

It all adds up to cleaner air