

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.