

"TRIP CHAINING :45/:15"

:45 RECORDED:
SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

The air...

You breathe it...*

Feel it...

And continue to protect it...

Simply by doing what you're already doing:

Combining your daily errands into one sensible trip.

Trip chaining.

It means more time in your life,

Less traffic congestion,

And less pollution.

When you first start a car that's been sitting for over an hour, it pollutes up to five times more than when the engine's warm.

So make a list, plan your route and trip chain. You'll be saving a lot more than just time.

Trip chaining.
Keep it up
because it all adds up
to cleaner air.

:15 LIVE READ TAG: (15 Seconds for Local Customization)

"MAINTENANCE :45/:15"

:45 :45 RECORDED:
SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

It's within us...

It's all around us...

The air...

You can protect it simply by doing
what you're already doing:

Maintaining your car and keeping
it in top running condition.

It saves money and means

Less traffic congestion
due to breakdowns...

And less pollution.

You see, a well-maintained car releases a fraction of
what a poorly-maintained or malfunctioning car emits.

And, since vehicles on the road account for
more than 25 percent of all air pollution nationwide,
a little regular maintenance could go a long way.

So keep it up
because it all adds up
to cleaner air.

:15 LIVE READ TAG: (15 Seconds for Local Customization)

"ALT. CHOICES :45/:15"

:45 :45 RECORDED:

:45 SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

All across the nation, people just like you
are protecting the air...

Simply by doing what
they're already doing...

Sharing rides, biking,
walking,
riding the bus,
taking the train...

It costs less...

And means less traffic congestion
and less pollution.

In fact, every time you share a ride, you're
helping to reduce emissions by almost half.

Taking mass transit can do just as much.

And, of course, walking, biking and skating
are the healthiest ways to travel —
for both you and the environment.

So keep it up
because it all adds up
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:15 _____

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"TUNED/MOOSE :60"

:60 RECORDED:
ANNCR 1:

In the next fifty-nine seconds our goal is to turn non-environmentalists into environmentalists. To that end we're handing the microphone over to a moose. After all, what better spokesmen for the environment than animals themselves. Take it away, Moose!

SFX: HEAVY BREATHING INTO MICROPHONE. MOOSE LICKS MICROPHONE.

Are we still rolling? All right? Get the moose out of here. Well, that wasn't very motivating. But if that didn't make you an environmentalist, maybe money will. For example, keeping your car regularly tuned and responding to the check engine light will make your car more efficient, which means cleaner air and less money spent on gas and repairs.

For more ways to get green, visit Environmental Defense at getgreen.com.

ANNCR 2:

Brought to you by the Ad Council, the Alliance for Clean Air and Transportation, and Environmental Defense.