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## **“It’s Vital Not to Idle” Campaign Launches on Earth Day**

**April 19, 2019 (Wellesley, MA)** –Town of Wellesley departments are partnering with Girl Scout Troop 73505 and Wellesley Green Schools to launch the Earth Day 2019 No Idling Campaign to remind local drivers of the adverse health and financial effects of idling cars.

Beginning on Earth Day, Monday, April 22, Girl Scouts will be visiting schools in Town to thank drivers for not idling and handing out handmade car fresheners with a no idling message. The Girl Scouts want to share the message that not only is **idling against the law and there are costs associated with idling, but it's unhealthy, especially for children around school car lines.**

The coordinated, Town-wide campaign includes the Board of Selectmen, Health, Police, Public Works, Recreation, and School Departments, as well as the Council on Aging, Housing Authority, Natural Resources Commission, Municipal Light Plant, Sustainable Energy Committee, Trails Committee, Wellesley Free Library, and Youth Commission.

Other supporters are Dana Hall School, Friends of Brookside, Friends of Morses Pond, Sustainable Wellesley, Temple Beth Elohim Green Team, Unitarian Universalist Society of Wellesley Hills, Wellesley Cancer Prevention Project, Wellesley Hills Congregational Church, Wellesley Conservation Council, Wellesley Green Schools, Wellesley United Soccer Club, Wellesley Weston Chabad House, Wellesley Youth Lacrosse Club, Wellesley Youth Baseball & Softball, and Girl Scout Troop 73505.

Look for special IT'S VITAL NOT TO IDLE signs at schools, the Recycling and Disposal Facility (RDF), Longfellow Pond and other areas around Wellesley listing many good reasons not to idle.

### **Did you know?**

- 40+ hazardous air pollutants are emitted from engine exhaust
- 10 seconds of idling wastes more fuel than restarting the engine
- Driving warms up your car 2 times faster than idling on a cold day
- 5 minutes is the legal limit before violating Massachusetts State Law
- Penalties for the first offense is \$100 and the second and subsequent are \$500
- Children have developing respiratory systems, breathe 50% more air per pound of body weight than adults, and are closer to exhaust pipes
- Outdoor air pollution is one of the 8 leading triggers for asthma attacks
- 1 gallon of gas produces 17lbs of CO<sub>2</sub> – a contributor to greenhouse gases
- 2 minutes of idling uses as much fuel as traveling 1 mile

The goal of this campaign? To encourage all drivers to consider turning off engines the next time they are waiting in the car. It can improve public health, protect the environment and enhance the quality of life.

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