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# MEDIA RELEASE

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June 7, 2011

For Immediate Release

## Junior High School students encourage Albertans to be air aware

(Edmonton, Alberta) The City of Edmonton, in collaboration with The Lung Association, Alberta & Northwest Territories (“TLA”), Alberta Environment and The Clean Air Strategic Alliance (CASA) will host Clean Air Day festivities in Churchill Square on Wednesday June 8.

Clean Air Day is an annual feature of Environment Week which takes place June 5 – 11. “Each day of Environment Week encompasses a different environmental theme,” stresses Brad Curtis from the City of Edmonton Office of the Environment. “Clean Air Day warrants special recognition, however, due to the importance of good air quality and how both indoor and outdoor air quality can affect our health.”

Clean Air Day will feature a number of air quality related displays and activities in Churchill Square including alternate transportation suggestions from the *Try-it Library*, bicycle powered music, kite flying and more. The feature event of the day is the presentation of the 2011 EnviroBLAST Awards.

“EnviroBLAST is a youth air quality program TLA introduced in 2010.” stated Janis Seville, Director of Health Initiatives “This year, we were pleased to work with 50 Junior High School students representing schools and youth groups from Edmonton and surrounding area who spent three months carrying out detailed air quality experiments. The 2011 program began with a one day workshop offered in partnership with Edmonton Science Outreach Network (ESON). The day included valuable hands on lab work and featured prominent members of the medical, scientific and athletic communities. Clean Air Day represents the culmination of learning based activity and an opportunity for students to showcase their work.”

Edmontonians are encouraged to take some time on June 8 to visit Churchill Square to check out the displays. “Educational programs like EnviroBLAST require community involvement to be successful.” continued Seville, “We can all learn from the unique perspective these students bring to the relationship between air quality and lung health”.

The majority of Clean Air Day festivities will take place between 11:00 am and 1:30 pm. In the event of significant inclement weather, activities will be moved to Scotia Place Mall – Food Court, 10060 Jasper Ave. For more details about what to expect on Clean Air Day please contact Janis Seville at 780 488 6995 ext 2234 or Brad Curtis at 780 423 5017.

The Lung Association is a leader in lung health education, prevention and advocacy throughout Alberta and the Northwest Territories. For more information regarding programs and services provided by The Lung Association, please visit our website [www.ab.lung.ca](http://www.ab.lung.ca) or call 1-888-566-5864.

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**If weather is in question, please contact Janis Seville (cell) at 780 938 5863 to determine if the event has been moved to the alternate location.**

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