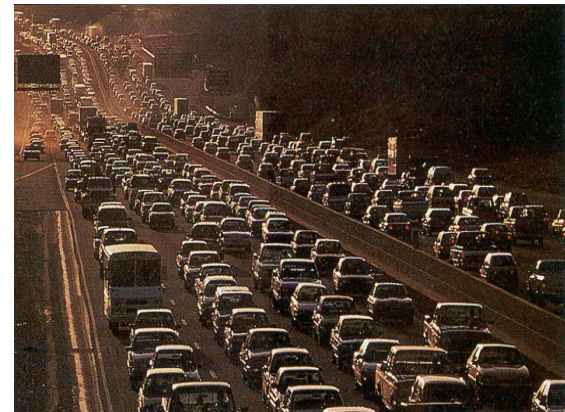


CLEAN AIR
INITIATIVE
for
ROWAN
&
the
CENTRAL
PIEDMONT

In May 2003 the American Lung Association (ALA) rated Rowan the 16th worst county in the nation for air quality. This affects us all: the young, the old, the rich, the poor, the sick and even the healthy. The ALA estimates that more than 14,000 people in Rowan are at risk because of existing respiratory illnesses. Children and people over 65 – a total of 45,235 – are especially susceptible. These three groups amount to about 45 percent of Rowan's total population.

It also affects us economically. A portion of Rowan is on a federal bad-air list for ozone pollution. This will adversely affect our ability to attract new industries and to expand current industries. It could also mean the loss of federal road-building money. The potential cost to the county could be enormous.



The ALA report -- plus the health and economic consequences of ozone pollution -- prompted the Catawba College Center for the Environment to spearhead a Clean Air Initiative to educate the public about air pollution and foster programs to mitigate that pollution.

The Center will partner with the Rowan Sustainable Community Development Commission and regional organizations to address this issue. The project, which is supported by the Rowan County Commission, will focus on strategies to lessen ground-level ozone, including smart growth, alternative transportation and fuels, the preservation of forest land, the establishment of urban forestry programs and ways to decrease our dependency on the automobile and reduce emissions. The project will become a model which can be used by neighboring counties that must also deal with air pollution.

You can help in this vital initiative by becoming involved in a citizen advocacy group, by following simple steps that the Center will provide in the coming months, and by offering your financial support for this important project. Together, we can promote changes that will help to protect the public health and improve the quality of life for ourselves and future generations. We invite your partnership with us in this important effort.

I would like to contribute to the Clean Air Initiative for Rowan. Enclosed is my tax-deductible payment of \$_____.

(Please make checks out to
Clean Air Initiative for Rowan)

Name _____
Address _____
City _____ State ____ Zip _____
Telephone No. (____) _____
Email _____

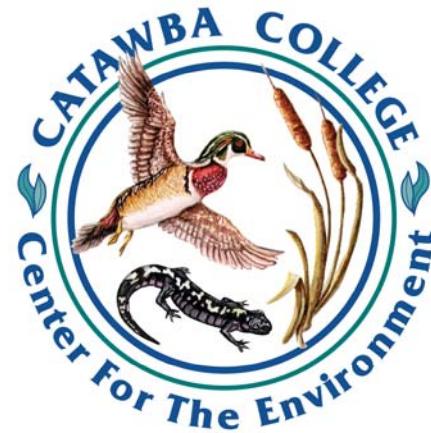
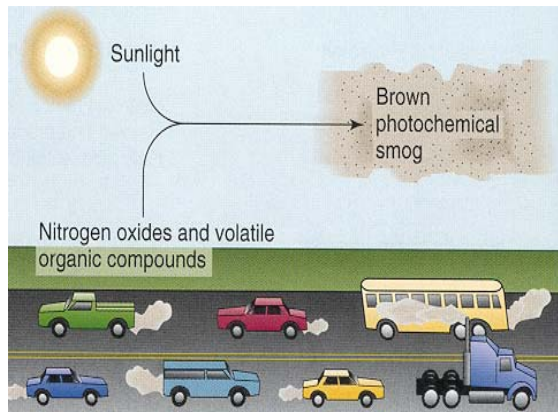
The Catawba College Center for the Environment is grateful to these donors for their generous support of the Clean Air Initiative. Initial donors of the project include:

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What is Ozone?

Ground-level ozone forms when nitrogen oxides (NO_x) react with volatile organic compounds (VOCs) in the presence of heat and sunlight. VOCs, or hydrocarbons, come from man-made sources such as cars, service stations, dry cleaners and factories. NO_x, a by-product of combustion, comes from power plants, industrial boilers, motor vehicles, lawn-care equipment and other sources that burn fuel.

-- N.C. Division of Air Quality



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