



Mojave Desert Air Quality Management District
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MEDIA RELEASE

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**BUY AN ELECTRIC MOWER FOR UNDER \$100
MDAQMD LAUNCHES LAWNMOWER EXCHANGE PROGRAM**

Victorville – Just in time for Earth Day, the Mojave Desert Air Quality Management District will kick off its inaugural Electric Lawn Mower Exchange Program on Monday, April 19, allowing local residents to trade in their old, working gasoline-powered lawnmowers for vouchers offering up to a \$320 discount on new, cordless, zero-emission electric mowers.

Beginning at 8:00AM on the 19th, residents will be able to register online at www.NewtonPower.com/MD to receive one of 100 discount vouchers, which will be distributed on first-come, first-served basis. Visually-impaired residents or those without Internet access may register by calling 1-800-463-4958. One voucher per gas mower exchanged will be disbursed; only one exchange per adult is allowed and a voucher is required for every mower being exchanged.

After receiving their vouchers and redemption instructions, participants will have until May 17, 2010 to turn in their old, working gas-powered mowers (drained of all fluids) to Ecology Auto Parts at 11099 “G” Avenue in Hesperia seven days a week between 8AM and 5PM, then order a Newton mower by phone at a huge discount, using a check or credit card. Once voucher code, recycler verification number and payment are received, Newton will ship a new mower directly to each participant’s home or business.

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Should some vouchers go unredeemed by May 17, a second round of vouchers will be distributed after this date; these vouchers will then be valid through June 18, 2010.

The trade-in program will offer a choice of two different mowers with the retirement of a gas mower. The Neuton CE-5 14-inch mower will be offered for just \$89 (regular price without voucher is \$399) or the CE-6 19-inch mower will be available for only \$179 (regular price is \$499). Both are mulching mowers with a rear bag and rechargeable battery.

According to MDAQMD Executive Director Eldon Heaston, "Lawn mowers and other gasoline powered lawn care equipment are the nation's leading source of off-road emissions; one gas mower can pollute as much as 40 newer-model cars." Heaston adds that although gas-powered mowers being sold today are 90% cleaner than those sold ten years ago, "Only electric mowers produce zero-emissions."

Please note that voucher registrations will NOT be accepted before the program's launch date of April 19, 2010. For more information on the Electric Lawn Mower Exchange Program, call the District at (760) 245-1661 or visit the District's website at www.mdaqmd.ca.gov.

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