

NEWS RELEASE

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MDAQMD LAUNCHES 'OUR DESERT AIR' OUTREACH CAMPAIGN

District aims to further elevate public awareness of protecting local air quality

The Mojave Desert Air Quality Management District this week unveils "Our Desert Air," a campaign to continue highlighting the need for vigilance in protecting air quality throughout the region.

To complement the campaign, the District has developed an educational website, OurDesertAir.com, that will serve as a tool for residents, educators, students, community leaders and stakeholders to access crucial air quality information.

A video on the new website and shared on the District's various social media platforms introduces the public to the new campaign and the core of MDAQMD's purpose and mission in the Mojave Desert. It's based on a simple message that's served as the District's official motto for numerous years: clean air is everybody's business.

"We want the people who live and work in our jurisdiction to know we're more than a regulatory agency," said Brad Poiriez, MDAQMD Executive Director. "We're a part of this community as much as anyone else, and we're renewing our effort to tell every ear that hears us who we are, what we do and why we do it."

"Education and information form the most important currency to affect change needed to protect our environment for future generations," said District Communications Supervisor Ryan Orr. "We are using all communications channels available to ensure our residents have access to the information that illustrates just how important air quality is to our future."

View the launch video and learn all about the Our Desert Air campaign at OurDesertAir.com and follow the District @MDAQMD on social media.

MDAQMD is the air pollution control authority and permitting agency for the High Desert portion of San Bernardino County and the Palo Verde Valley in Riverside County. It's governed by a board of 13 members representing nine incorporated municipalities and two counties within its boundaries.

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MOJAVE DESERT AIR QUALITY MANAGEMENT DISTRICT

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