



July 22, 2011

Dear Valley Business,

Over the past two decades, Valley businesses have been at the forefront of investment and support for quality of life issues. At the top of this list is clean air.

The Valley Air District appreciates your ongoing work to create a better place to live and work, and values your partnership.

I am excited to tell you about our newest Healthy Air Living tool to benefit our air quality and your workforce.

As you know, even small lifestyle changes make a big difference in our air quality. And these lifestyle changes also reap enhanced quality of life, improved workplace morale and other resulting benefits.

**“Air-Friendly Fridays”** was developed for your business. This new outreach program encourages your workforce to make one change, one day each week, in work-centered activities that create emissions, such as commuting to and from work, or driving out to lunch. The camaraderie that can result from carpooling or bringing your lunch to work, for example, is an added benefit that can forge new bonds between your employees.

We invite you to visit [www.healthyairliving.com](http://www.healthyairliving.com) for information about Air-Friendly Fridays and help in implementing this valuable tool in your workplace. I also encourage you to become a Healthy Air Living Business Partner if you haven't already. We welcome your inquiries at any of our District offices: **Fresno (559-230-6000)**; **Bakersfield (661-392-5500)**; or **Modesto (209-557-6400)**.

And as always, on behalf of the Air District and the residents of the San Joaquin Valley, I extend my appreciation and gratitude to you and your business for continuing to make air quality a priority in your life.

Sincerely,

A handwritten signature in black ink that reads "Seyed Sadredin".

Seyed Sadredin  
Executive Director/Air Pollution Control Officer

**LIVE A HEALTHY AIR LIFE!**