Stakeholder letterhead

**ACME Print Turns a New Shade of Green**

Reducing fuel consumption and supporting a cleaner environment

**Contacts:**

Betty Jones, PR Coordinator

ACME Print

222-222-2222

Betty.Jones@AcmePrint.com

Name of Clean Cities Coordinator

XYZ Clean Cities

555-555-5555

[your.name@xyzcleancities.com](mailto:your.name@xyzcleancities.com)

City, State | Month Day, Year — Today, ACME Print is announcing a new green initiative: “STOP Idling. $TART Saving.” This new policy will reduce needless vehicle idling in its fleet of 22 delivery vehicles. ACME Print, in partnership with the XYZ Clean Cities Coalition, will tap simple idling reduction strategies to save money and support a cleaner environment. The company has launched a campaign to educate drivers and raise employee awareness.

Bob Smith, President of ACME Print, is spearheading the company’s idling reduction effort. “Sample quote: The adoption of ‘STOP Idling. START $aving.’ furthers ACME’s commitment to supporting environmentally friendly initiatives. We’re confident that our drivers and all our employees will embrace the opportunity to help improve air quality and save money through idling reduction.”

* What Is Idling?
  + Idling is running a vehicle engine when the vehicle isn’t moving.
  + While some idling is hard to avoid, most idling is wasteful and avoidable.
* Why Care About Idling?
  + **Idling is expensive:** Idling consumes up to a gallon of fuel or more per hour, depending on vehicle size.1 Long-haul heavy-duty trucks alone waste more than $2 billion of fuel annually idling.2
  + **Idling pollutes:** Each gallon of fuel burned creates about 20 lbs. of greenhouse gases.3
  + **Idling threatens health:** Breathing vehicle emissions can increase the risk of respiratory illness.
  + **Idling decreases energy security:**In 2011, the U.S. imported 45% of its petroleum. Using idle reduction strategies to reduce fuel consumption reduces U.S. dependence on imported petroleum and increases energy security.
* Why “STOP Idling. START $aving.”?
  + Waste and emissions caused by idling are often perceived as issues for heavy-duty trucks and passenger cars. However, vehicles such as transit buses, work trucks, ambulances, and construction equipment also idle for various reasons. This campaign

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will use resources from the U.S. Department of Energy that provide solutions for light- and medium-duty vehicles typically used in urban-based fleets.

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* Where can other fleets access these resources?
  + The resource toolkit, called IdleBox, includes presentations, fact sheets, signage, posters, and other tools. All of the resources are available on the U.S. Department of Energy’s Clean Cities’ website, [www.cleancities.energy.gov/idlebox](http://www.cleancities.energy.gov/idlebox). Fleets can also contact [Clean Cities’ coalition name] for more information.

1. Argonne National Laboratory, <http://www.transportation.anl.gov/pdfs/TA/374.pdf>.

2. U.S. Department of Energy, Alternative Fuels Data Center, <http://www.afdc.energy.gov/conserve/idle_reduction_benefits.html>.

3. U.S. Energy Information Administration, <http://www.eia.gov/tools/faqs/faq.cfm?id=307&t=1>.

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[About the company.]

[About the local coalition.]

Clean Cities advances the nation’s economic, environmental, and energy security by supporting local actions to reduce petroleum use in transportation. Clean Cities is an initiative of the U.S. Department of Energy’s Vehicle Technologies Program.