

RHDG

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RHDG launches 1-800-EXHAUST campaign

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Riezebos Holzbaur Group (RHDG) launched its 1-800-EXHAUST *Help Someone Quit Smoking* ad campaign for the Bay Area Air Quality Management District. The campaign focuses on encouraging 1-800-EXHAUST smoking vehicle reports to help keep our air clean and healthy.

Smoking vehicle reports help the Air District to notify vehicle owners that they have emissions problems and connect them to assistance programs that can help them repair or retire their older, polluting vehicle. Reports are anonymous and do not result in any fines.

Since 1955, the Air District has been entrusted with regulating stationary sources of air pollution in the nine counties surrounding the San Francisco Bay. Smoking vehicles emit 10 to 15 times more pollution than well-tuned autos, and account for 20 to 30 percent of the harmful particulates in the air. RHDG helps the Air District get smoking vehicles off the road through 1-800-EXHAUST and Smoking Vehicle Assistance Program advertising and community outreach efforts.

For more information on 1-800-EXHAUST, the Smoking Vehicle Assistance Program, or the Air District, please visit www.smokingvehiclehelp.org.