

# 2019 Air Quality Awareness Week



## Social Media Toolkit



April 8 - 12

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The Air Quality Partnership of Delaware in conjunction with Ride-Share Delaware and its partner agencies are pleased to announce Air Quality Awareness Week 2019 (April 8<sup>th</sup> – 12<sup>th</sup>).

Over the course of this week we are asking people to participate in a clean mode of travel, such as:

- Carpooling
- Transit
- Bicycling
- Walking
- Telecommuting.

Take a photo of your clean commute, post it to the [2019 Delaware Air Quality Awareness Event Page](#) (use the hash tag #AQAW19) and you will be entered into a raffle where two lucky clean commuters would receive either a DART transit pass or a gift card.

Other air pollution reducing tips are available on the Air Quality Partnership's website [www.wilmapco.org/aqp](http://www.wilmapco.org/aqp).

Give clean commuting a try!

Thanks!

[Facebook Event Page](#)

[2019 AQAW Webpage](#)

2019 Air Quality Awareness Week

# Selfie Contest

Take a photo of your clean commute and post it to the *2019 Delaware Air Quality Awareness Event Facebook Page*.

All photos submitted will be entered into a raffle.

Keep track of the event using the hashtag #AQAW19

**Air Quality Awareness Week**  
**April 8th - 12th**

2 winners will be selected

**\$25 gift card**

**\$21 DART card**



**Air Quality**  
**Delaware**  
**Partnership**

[www.wilmapco.org/AQP](http://www.wilmapco.org/AQP)

# 2019 AQA Champion Announcement

Believe it or not, spring is here! The Air Quality Partnership of Delaware along with RideShare Delaware is celebrating Air Quality Awareness Week (AQAW) from April 8th – 12th. RideShare Delaware will announce the 2019 Air Quality Champion as part of AQAW. Businesses can self-nominate for the opportunity to be recognized as the 2019 Air Quality Champion. The champion will receive a trophy along with being recognized through multiple social media sites and newsletters. All interested businesses must complete the AQA Champion Criteria Checklist via [SurveyMoney](#) by April 5, 2019.

During Air Quality Awareness Week, the partnership is asking Delaware businesses and residents to try a clean mode of travel - such as carpooling, transit, bicycling, walking, or telecommuting during the week. Take a photo of your clean commute, post it to [2019 Delaware Air Quality Awareness Event page](#) (using the hash tag #AQAW19), and you will be entered to win either a DART transit pass or a \$25 gift card.

Sign up for RideShare Delaware's clean commute program by, visiting [RideShareDelaware.org](#) and select "Register My Commute" or download the free RideShare DE App.

Other air saving information tips are available by visiting the Air Quality Partnership's website [www.wilmapco.org/aqp](http://www.wilmapco.org/aqp).

Give clean commuting a try! Help improve the air quality in Delaware during Air Quality Awareness Week.

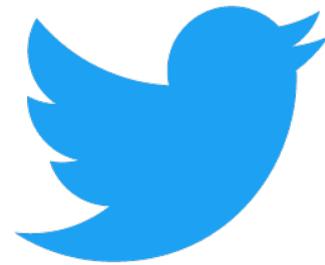
Thanks!

# Social Media



[facebook.com/rideshareDE](https://facebook.com/rideshareDE)

[facebook.com/AirQualityPartnership/](https://facebook.com/AirQualityPartnership/)



[twitter.com/rideshareDE](https://twitter.com/rideshareDE)



[instagram.com/ridesharede](https://instagram.com/ridesharede)



[ridesharedelaware.org](https://ridesharedelaware.org)

[www.wilmapco.org/aqp](https://www.wilmapco.org/aqp)

April 8th

# Carpool

Carpooling can help you save an average of \$300 a month. It will reduce your gas cost and save you money on car repairs, parking fees and even taxes. Carpooling also reduces air pollution and is environmentally friendly - *credit.com* #AQAW19



April 9th

# Transit

Make public transit part of your commute with the DART transit app. Have you downloaded the app yet? #AQAW19



# April 10th

# Bike

Biking is one of the least expensive and most beneficial green commute. Which means:  
Zero emissions from your commute

Health benefits and save time  
- combine your daily workout with your daily commute

#AQAW19



# April 11th

# Walk



Walking is the least expensive and most beneficial green commute. Big savings (walking is free!) on maintenance, insurance, parking, and gym fees #AQAW19

April 12th

# Telework

Working remotely or from home can be beneficial. Studies have shown that employees that telework are 10 - 20% more productive. #AQAW19

**rideshare**  
DELAWARE

## Benefits to a Telework System

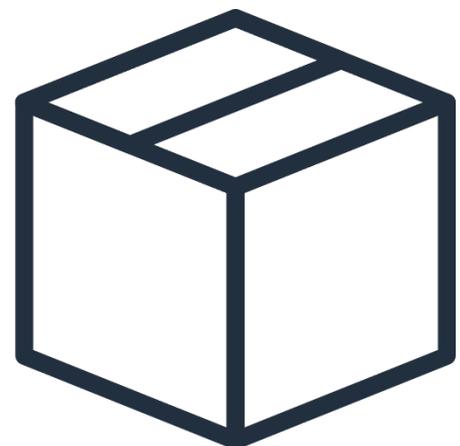
Shared from thebalancecareers.com - Why Teleworking Should Be an Option for Employees

- Save Money (approximately \$13,000 per employee)
- Reduce Energy and Carbon Footprint
- Enhance Productivity
- Increase ability to Recruit & Retain the best employees

## Image Access

The images displayed can be accessed and downloaded at the RideShare Delaware Google Drive

[Google Drive](#)



# The Air Quality Partnership

The Air Quality Partnership of Delaware is a public / private coalition of businesses, agencies, and individuals working to raise awareness and inform Delawareans about practices that improve air quality and citizen health such as carpooling, taking public transportation, and walking and biking.

[www.wilmapco.org/aqp](http://www.wilmapco.org/aqp)



# Join the Partnership

You or your organization can play an important role in reducing the impact of poor air quality by working with us to educate Delawareans about simple steps that can be taken to “Do Their Share for Cleaner Air.” These steps, when taken by many people, reduce the incidence of high ozone days, resulting in a reduction in lung-related illnesses, lower health care costs, reduced employee absenteeism, and families that are happier and healthier.

For more information, please contact Randi Novakoff at 302-737-6205 ext. 111 or email [rnovakoff@wilmapco.org](mailto:rnovakoff@wilmapco.org).

American Lung Association in DE

Bruce Productions

Chesapeake Utilities

Clean Air Council

DART First State

Delaware Health and Social Services

Delmarva Broadcasting

DE Division of Public Health

Department of Natural Resources and Environmental Control (DNREC)

Dover/Kent County Metropolitan Planning Organization

Nemours/Alfred I. duPont Hospital for Children

Nemours Health and Prevention Services

RideShare Delaware

The Wilmington Area Planning Council (WILMAPCO)



[www.wilmapco.org/AQP](http://www.wilmapco.org/AQP)