Company/Organization/Town letterhead; the letter is a general template that can be modified to suit.

**FOR IMMEDIATE RELEASE**

**[Company/Organization/Town] Turns a Shade Greener**

Reducing vehicle idling saves money and supports a cleaner environment

City, State | Month Day, Year — [Company/Organization/Town] is undertaking a new initiative, “STOP Idling. START $aving,” to save money, reduce greenhouse gas emissions, and improve air quality. Through this initiative, [Company/Organization/Town] has committed to reducing idling through organizational policy and outreach to its employees, including limiting idling at its facilities to no more than \_\_\_ minutes/seconds. [Company/Organization/Town] will tap simple idling reduction strategies with the help of the U.S. DOE’s Clean Cities program’s [IdleBox](https://cleancities.energy.gov/technical-assistance/idlebox/) toolkit.

[Name and title of official] says of the new idling reduction effort, *Add a quote. Sample:* “The adoption of the ‘STOP Idling. START $aving.’ campaign allows [Company/ Organization/Town] to further its commitment to sustainability. Using the Clean Cities IdleBox toolkit helped us calculate what idling was costing us and pointed to strategies that could help reduce idling. It also gave us tools to educate drivers. [Company/ Organization/Town] embraces the opportunity to improve air quality, minimize our contributions to climate change, and save money through idling reduction.”

According to U.S. DOE’s Argonne National Laboratory and Clean Cities program, idling from on-road vehicles wastes about 6 billion gallons of fuel annually in the U.S. To learn more about how Clean Cities helps reduce transportation-related petroleum use, go to <https://cleancities.energy.gov/>.

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**Contact:**

[Name, organization,

and other contact information]

[Boilerplate copy about the organization]