**Press release**

**[name of your organisation] - Protecting children’s health from air pollution on Clean Air Day, 17 June**

On 17 June Clean Air Day will see schools, hospitals, workplaces and communities

across the UK running activities and taking action to inspire people to take simple steps to protect their health, their families’ health, and children’s health from air pollution.

In line with this year’s theme ‘*protect our children’s health from air pollution*’, we will demonstrate our support for action on air pollution and speak out to show how much we care about building a clean air future for our children. [Insert the name of your organisation] is supporting Clean Air Day through [insert details of your actions or activities here]. As we return to our lives, we must take this opportunity to create healthy environment for our children where they can learn and play safely. We have a once in a lifetime chance for change. Let’s use it.

Our story of improving air quality includes [insert details of action to address pollution already taken] and shows that it is possible to address air pollution. Everybody can have a positive impact on air quality and [Insert the name of your organisation] would like to inspire staff/residents/employees/customers to understand what they can do to reduce air pollution and limit its impact on their health and that of others.

Air pollution affects your health from your first breath to your last, as the damage to our health can start when we’re a baby and carry on through into old age. But poor air quality is not a fact of life. Our air pollution crisis is solvable and there are simple steps we can all take to help our family avoid toxic air and cut down on the pollution we emit – it's good for us and good for the planet too.

[Insert a quote from your organisation here]

All the information on how to get involved in Clean Air Day is available from the Clean Air Day website [www.cleanairday.org.uk](http://www.cleanairday.org.uk)

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Notes to Editors

For media enquiries about Clean Air Day, contact:

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**About Global Action Plan:**

[Global Action Plan](https://www.globalactionplan.org.uk/) is a charity that helps people live more sustainable lives by connecting what is good for us and good for the planet. We're the people behind [Clean Air Day](https://www.cleanairday.org.uk/), the UK's largest [air pollution](https://www.globalactionplan.org.uk/clean-air/about-clean-air) campaign. We work with people on bringing about [compassion not consumerism](https://www.globalactionplan.org.uk/compassion-not-consumerism) and increasing wellbeing - what's good for us is often greener too. And we bring business and young people together to work on a sustainable future - helping young people develop the skills and knowledge to tackle environmental issues is good for the planet and for everyone's future too.

**About Clean Air Day:**

[Clean Air Day](https://www.cleanairday.org.uk/) is the UK’s largest air pollution campaign, engaging thousands of people at hundreds of events, and reaching millions more through the media. This year Clean Air Day will be taking place on 17 June 2021. Led by Global Action Plan, Clean Air Day brings together communities, businesses, schools and the health sector to:

* Improve public understanding of air pollution and how air pollution affects our health.
* Explain the easy actions we can all do to tackle air pollution, helping to protect the environment and our health.
* Encourage individuals and organisations to take air pollution reducing actions and make changes to everyday practice.

To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family’s health, visit [cleanairday.org.uk](https://www.cleanairday.org.uk/) or search #CleanAirDay. Due to Covid-19, please ensure that any activities you undertake meet with your government’s guidelines.

Clean Air Day is coordinated by © Global Action Plan on behalf of over 250 Supporter organisations.