

Radio script for Clear the Air Foundation – 15 second version - REV-3

[Coughing engine, backfire]

If you have an old car that spews out stinky exhaust smoke, don't sell it -- donate it to the Clear the Air Foundation.

It'll be crushed and recycled and never darken our skies again.

[birds chirping]

Learn more at ClearTheAirFoundation.org.

A project of the Colorado Automobile Dealers Association.

Radio script for Clear the Air Foundation – 30 second version REV-3

[Coughing engine, backfire]

Field guide to The Gross Emitter: an old car that spews out obnoxious exhaust smoke.

AKA: Junker. Rattletrap. Rust bucket. Heap.

[more sounds of laboring vehicles]

A Gross Emitter can pollute one hundred times more than a new car.

So instead of selling your old polluting car, why not donate it to the Clear the Air Foundation, where it will be crushed and recycled.

Never again to darken our skies – or our lungs.

Learn more at ClearTheAirFoundation.org. That's ClearTheAirFoundation.org.

A project of the Colorado Automobile Dealers Association.

Radio script for Clear the Air Foundation – 60 second version REV-3

[sound of coughing engine, backfire]

Field guide to the gross emitter.

A gross emitter is a car that spews out offensive, nauseating exhaust smoke at a high rate.

Also known as a: Junker. Rattletrap. Rust bucket. Heap.

[more sounds of laboring vehicles]

A single gross emitter can pollute one hundred times more than a new car.

[announcer coughs]

Why go through the inconvenience of selling or trading in your Gross Emitter? After all, that old car will just continue to grossly emit.

It's so much easier for you to simply donate your polluting clunker to the nonprofit Clear the Air Foundation.

Your unpleasant, odoriferous hunk of junk will be crushed and recycled.

So its acrid exhaust will never again darken our skies – or our lungs.

[birds chirping]

That way we can all breathe a bit easier.

[announcer breathes in deeply and exhales in a relieved manner]

To learn how to make Gross Emitters an endangered species, Visit ClearTheAirFoundation.org. We'll show you how to avoid the hassles of selling your old polluting car, and you may qualify for a tax deduction, as well.

That's ClearTheAirFoundation.org.

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