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Replacement Home Air Filters Should Top Back To School List

HOUSTON, TX. August 9, 2010 – With families focused on getting the new backpack ready, along with other school necessities, the CEO of the Fresh Air Club (<http://www.freshairclub.com>) points out almost sixty percent of Americans will forget to add this one simple item to their list that has been proven to be critical to a student's health and productivity – their home's replacement air filters (according to a survey conducted with the American Lung Association). In that same survey, it was noted that almost ninety percent of Americans were not even aware that poor indoor air quality (IAQ) could result in air born illnesses, allergic reactions, and long-term lung and breathing problems. That is concerning, says the Environmental Protection Agency (EPA), which frequently states that indoor air is more polluted than outdoor air.

“The air you breathe inside your home has a crucial impact on your child's scholastic achievement”, says Joni Bock, CEO of the Fresh Air Club. “Not changing your home air filter on a schedule can trigger a host of health problems — including asthma, allergies, and airborne illnesses — that increase absenteeism and reduces academic performance.” Scientific evidence has long demonstrated that symptoms of poor IAQ, such as headaches, coughing and sneezing, and fatigue, results in a child's loss of focus and comprehension which can have a dramatic affect on performance and grades.

Studies conducted by the EPA show that “Asthma-related illness is a primary cause of school absenteeism, accounting for 14.7 million missed school days per year, and that asthma affects one out of every 13 school-aged children.” These statistics have steadily climbed for the last two decades. The Centers for Disease Control and Prevention (CDC) concurs and states that changing your home air filter at least every ninety days reduces the incidence of exposures in the home can boost student attendance.

Bock points out that not all air filters are created equal. “Consider that you spend close to sixty percent of your time inside your own home,” says Bock. “That's why we only deliver premium air filters to our Members, because you can't find this kind of quality on the aisle next to the discount school supplies at the big box retailers.” According to the American College of Allergy, Asthma and Immunology, fifty percent of illnesses are either caused and/or aggravated by polluted indoor air. Bock says that most HVAC system manufactures and the EPA point out that replacing your home's air filter with MERV11, pleated air filters on a schedule considered the best way to improve your home's IAQ. These are typically only found at home improvement stores.

Replacement air filters certainly do not top the list of priorities for families, especially during the “back-to-school” season. That is part of why the Fresh Air Club's Air Filter Subscription Service has become one of the fastest growing companies, providing replacement air filters for the home via “to your door” free Fed Ex delivery every 30, 60 or 90 days and their exclusive air filter recycling service to minimize impact on local landfills.

“As a mother of two, I understand the challenges of remembering to replace your air filters. We wanted to make it easy to remember and convenient to change for the health of families across America”, says Bock about the convenience of the subscription service. “Our intention was for price not to ever be a barrier, and for the overall cost to be cheaper than the time, gas, and costs of buying

your air filters at a store. Breathing healthy air inside your home should be a choice everyone can afford to make.”

Bock also points out that you should check with you child’s school and make sure they have an indoor air quality management plan including changing the schools air filters through out the school year. This will help in your community’s efforts to improve the health and well being of all students.

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About The Fresh Air Club

The Fresh Air Club (<http://www.freshairclub.com>) is the America’s favorite residential replacement air filter delivery and recycling subscription service, offering its Members scheduled shipments of high efficiency, MERV 11-rated filters on a 30, 60, or 39 day plan through-out the year to help their families keep their indoor air quality fresh, clean, and free from harmful pollutants while at the same time recycling each filter through an innovative pre-paid return and tracking system that results in 0% local landfill impact. The company's appeal and success is centered on the convenient and eco-friendly business model that addresses poor indoor air quality of homes - one of America’s top 5 risks to public health, according to the Environmental Protection Agency – and the requirement for more companies to offer “green” solutions.

The Fresh Air Club has revolutionized the way people change their home air filter - by bringing the air filters directly to them on a recurring schedule so Members are reminded to change their filters, and recycling the dirty filters to reduce the impact on our environment. The site opened after a month of beta testing with initial customers in Texas, Colorado, and Oklahoma. The program is available in the continental United States with offices located in Houston, Dallas, and Austin, TX. The business processes of the company are U.S. Patent Pending.

Leading the Fresh Air Club is Co-Founder and Chief Executive Officer, Joni Bock, whose background includes serving as a nurse for 10 years, along with a number of senior management positions with Providian, Dell Computers, and Wolters Kluwer. Fellow Co-Founder and Chief Filter Officer Marc Tillery is a residential construction and HVAC specialist associated with running a successful residential and commercial construction company, formerly Apex Construction Services.

With today's busy lifestyles, general health awareness, and consumers demanding more value and “greener” alternatives, it's no wonder that The Fresh Air Club has become the preferred method for maintaining the quality of air at home. You may visit the home page at www.FreshAirClub.com for more information, service plans, and enrollment.

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