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Fresh Air Club Announces Auto-ship Home Delivery and Recycling Program For Residential Air Filters

Houston, TX: Indoor air quality awareness and an industry-first recycling program for residential air filters are the driving forces behind a specialized "green" company launched this month. Operating from their headquarters in Houston, TX, The Fresh Air Club, LLC will serve residential home owners and renter in the continental United States through a unique auto-ship and recycling program for residential air filters.

In a survey conducted by the American Lung Association, 90% of Americans were not aware that poor indoor air quality could result in air-borne illnesses, allergic reactions, and long-term lung and breathing problems. That same study noted that we spend approximately 65% of our time at home – indoors.

"People just forget about changing their air filters, which can have a dramatic affect on the health of families, children, and pets", says Joni Baker, CEO of the Fresh Air Club. "And for those that do change their air filter regularly, those dirty air filters end up in a local landfill, releasing the captured particles right back into the air. I wanted to make it convenient to change your home air filters and go green at the same time."

The Fresh Air Club was launched to meet the essential requirement of people to replace their home's air filter at least every 2-3 months as recommended by the Environmental Protection Agency (EPA) and HVAC system manufacturers to maintain good indoor air quality. In a report by the Consumer Product Safety Commission they state "Because people spend a lot of time indoors, the quality of the air indoors can affect their health. Infants, young children and the elderly are a group shown to be more susceptible to pollutants." The Department of Health and Human Services expands on this thought saying "An estimated 25% of preventable illness can be attributed to poor indoor health quality. Air pollution alone is associated with more than $40 Billion dollars in health-related costs per year."

The program also includes a pre-paid return shipping label as part of the eco-friendly solution for keeping the air filters out of local landfills. It is estimated that over 300 million air filters end up in U.S. landfills every year. When disposed in a landfill, contaminants trapped on the dirty air filter are released back into the air, which may include dust, dirt, bacteria, dander, allergens, viruses and toxic particles.

"The added bonus is that you save electricity when you change your home's air filter, not to mention saving the wear and tear on your AC system", said Ms. Baker. "It's a simple way to protect the health of your family, saves energy, and reduces the impact on the environment."

The Fresh Air Club is an Accredited Business by the Better Business Bureau. Through their convenient program, Members receive their home air filters auto-shipped to their home on a regular schedule, every 90, 60, or 30 days. Then, using the same packaging and the pre-paid shipping label, return their dirty air filters to the Fresh Air Club recycling center for processing. “Our mission is to help our Members manage and maintain the quality of air they breathe in their homes, and limit our impact on the environment in which we live”, says Ms. Baker.

About The Fresh Air Club

The Fresh Air Club is the *ONLY* residential air filter home delivery and recycling service, offering its Members scheduled shipments of high efficiency, Merv-rated filters on a 90, 60, or 30 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 Baker, whose background includes serving as a nurse for 10 years, along with a number of senior management positions with Providian, Dell Computers, and Wotlers 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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