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Fresh Air Club "Reflects" on Obama Energy Secretary Energy Savings Approach

As part of a climate change symposium in London, US Energy Secretary Steven Chu said Tuesday the Obama administration wanted to paint roofs an energy-reflecting white. As part of a broad range of energy savings practices that should be introduced, he indicated that making roofs a paler color could have the equivalent effect of taking every car off the road for 11 years.

"I agree with Mr. Chu that our approach to this global issue should be multi-faceted", says Joni Baker, CEO of the Fresh Air Club. "I think everyone should be looking at the simple changes we can make to reduce our energy consumption at home. For example, most people don't realize they can save up to 10% of their electricity every month just by changing their home's air filter!"

Air conditioners use more energy in a home than any other appliance – up to 44% of electricity according to the U.S. Department of Energy. Because air conditioners use more energy when the filter is full of dust, dirt, and dander, it is important to change the air filter on a regular basis. AC system manufacturers recommend that you change them at least every two to three months.

"A dirty filter will slow down air flow and makes the system work harder to keep you warm or cool. Not to mention the fact that you are breathing the air-borne particles that cannot be avoided if you haven't changed your air filter. The EPA reports such poor indoor air quality is one of the Top 5 Health Risks in America", warns Ms. Baker.

Most experts on climate change agree that the earth is influenced by a number of factors that must uniquely be addressed through specific courses of action that reduce or limit their impact on the environment. This would include better education about changing home air filters regularly to help reduce both energy utilization and potential health risks that generate secondary and tertiary energy uses, such as treatment and transportation. According to a survey by the American Lung Association, almost 50% of homeowners do NOT replace their air filters every 2-3 months as recommended. Almost 10% of homeowners admitted that they NEVER changed their air filter!

"We all have busy lives and would rather not worry about the environment – especially the environment within our home. But changing your air filter regularly with our program is a great way to help the environment, save energy, and the best way to improve your indoor air quality that will minimize your family's exposure to potential health impacts of the air you breathe", explains Ms. Baker. "The Fresh Air Club is committed to being a responsible environmental citizen that includes working to ensure that each home air filter that we sell is properly disposed of at the end of its useful life through our recycling program."

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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