

Surgeon General Takes the Right Aim, Says Fresh Air Club CEO

The Fresh Air Club, LLC announces its support of acting Surgeon General Steven K. Galson, M.D., M.P.H., as part of the effort to look at the ways housing can affect health of each and every American. “The home is the centerpiece of American life,” Galson, a Rear Admiral in the U.S. Public Health Service, said early this week in the press conference formally announcing the Call to Action.

“We are pleased that the Surgeon General is taking aim at the health risks that exist right inside the home – especially the air our families, children and pets breathe on a daily basis”, says Joni Baker, Chief Executive Officer of the Fresh Air Club. “There is no health or quality of life impact that is more foreseeable and more preventable than the impact poor indoor air quality has on each American’s health.”

The Surgeon General explicitly states that “Poor indoor air quality contributes to cancers, cardiovascular disease, asthma, and other illnesses.” Specific actions advocated in the “Call to Action”, such as checking gas appliances, fireplaces, chimneys, and furnaces yearly and changing furnace and air conditioning filters regularly address the concerns the Fresh Air Club diligently struggles to bring awareness in their communications with customers and partners.

The list of allergens, toxins and carcinogens that the Environmental Protection Agency (EPA) says are embedded in the walls, floors and furniture of the indoor atmosphere may astonish you. The EPA also notes that your indoor air quality could be 10 to 25 times higher than the outdoor air!

The best way to improve your indoor air quality is to simply replace your home air filter every 2-3 months as recommended by the leading manufacturers of heating and cooling systems for residential homes. By doing so, you can also save up to 10% on your electricity consumption and ensure proper working order of the system that reduces the “strain” of system components such as the fan and compressor, both of which are impacted by poor airflow caused by a clogged or dirty filter. They are also the leading cause of repair services for heating and cooling systems.

“We think of our homes as a safe place. And we are entitled to that”, agrees Ms Baker. “But many unaware Americans are breathing the very substances in their home’s air that can cause or worsen serious illnesses like asthma and chronic breathing problems for children.”

For an interview with Ms. Joni Baker about how changing residential air filters more frequently can significantly improve indoor air quality, or for more information about the Fresh Air Club, contact Media@FreshAirClub.com

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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