



TEAM RIDEFINDERS: CLEAN AIR HEROES





IT'S EIGHTY-TWO DEGREES IN THE RICHMOND AREA ALREADY!

THIS IS MY HOMETOWN. I LOVE IT HERE.



I LIKE TO WAKE UP BEFORE EVERYONE ELSE DOES AND WATCH THE SUN COME UP.

IT LOOKS LIKE WE'VE GOT ANOTHER SCORCHER TODAY, FOLKS.



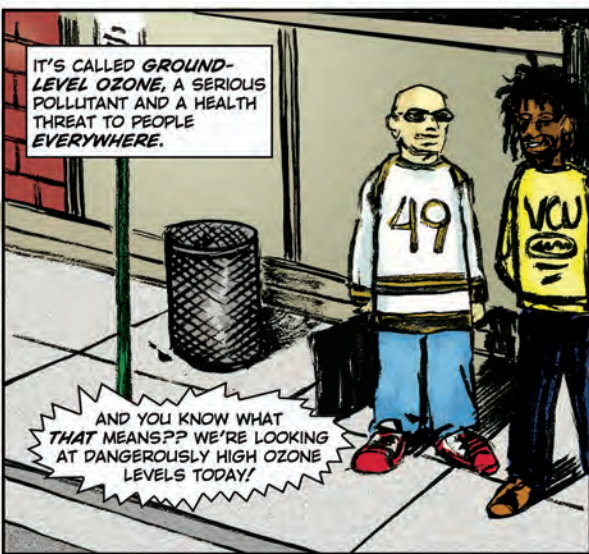
I GREW UP HERE. I'VE LIVED HERE ALL MY LIFE. I'D DO ANYTHING TO PROTECT THIS PLACE.

MAKE SURE YOU'VE GOT YOUR SUNSCREEN HANDY, AND DRINK PLENTY OF WATER.



THAT'S WHY I'M ALWAYS WATCHING OUT FOR MY COMMUNITY AND THE PEOPLE IN IT. SEE, MOST PEOPLE DON'T EVEN *KNOW* WHAT I KNOW--THAT THERE'S A HIDDEN ENEMY OUT THERE, AND IT IS TAKING ITS' TOLL ON US EVERY DAY BY AFFECTING THE VERY *AIR WE BREATHE*.

TEMPERATURES ARE GOING TO SKYROCKET INTO THE UPPER NINETIES BY NOON, FOLKS.



IT'S CALLED *GROUND-LEVEL OZONE*, A SERIOUS POLLUTANT AND A HEALTH THREAT TO PEOPLE *EVERYWHERE*.

AND YOU KNOW WHAT *THAT* MEANS?? WE'RE LOOKING AT DANGEROUSLY HIGH OZONE LEVELS TODAY!

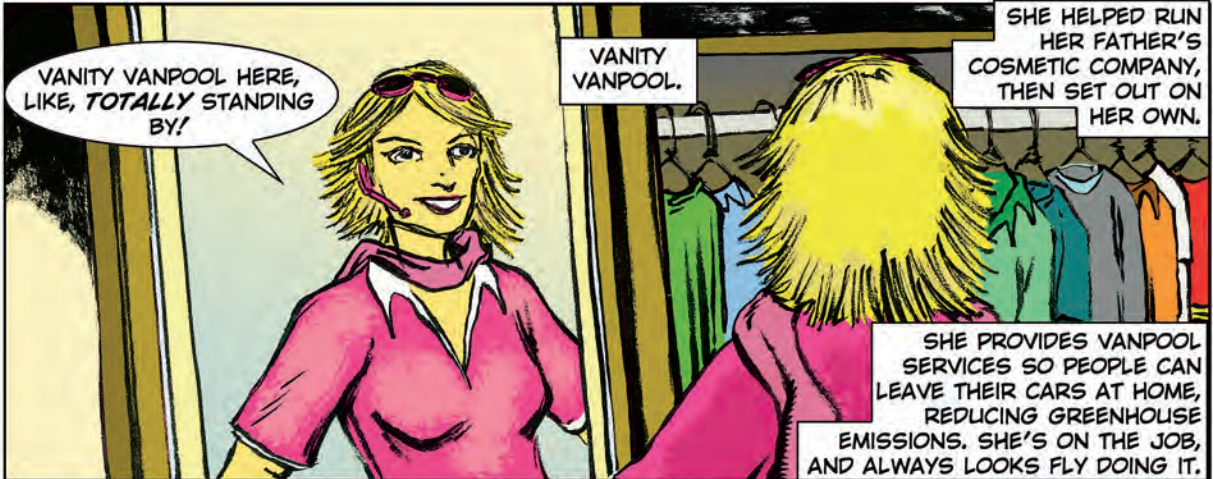


IN FACT, IT'S A *CODE RED*, FOLKS! IT'S AN AIR QUALITY ACTION DAY!

A bald man with a goatee, wearing sunglasses and a brown jacket over a black shirt. He has a headset with a microphone and is shouting with his mouth wide open, pointing his right index finger upwards. His left hand is clenched into a fist.

THEY CALL ME
COMMANDER CARPOOL.
AND I NEED YOUR HELP.

CODE RED AIR
QUALITY ALERT!! TEAM
RIDEFINDERS--
ROUNDUP!

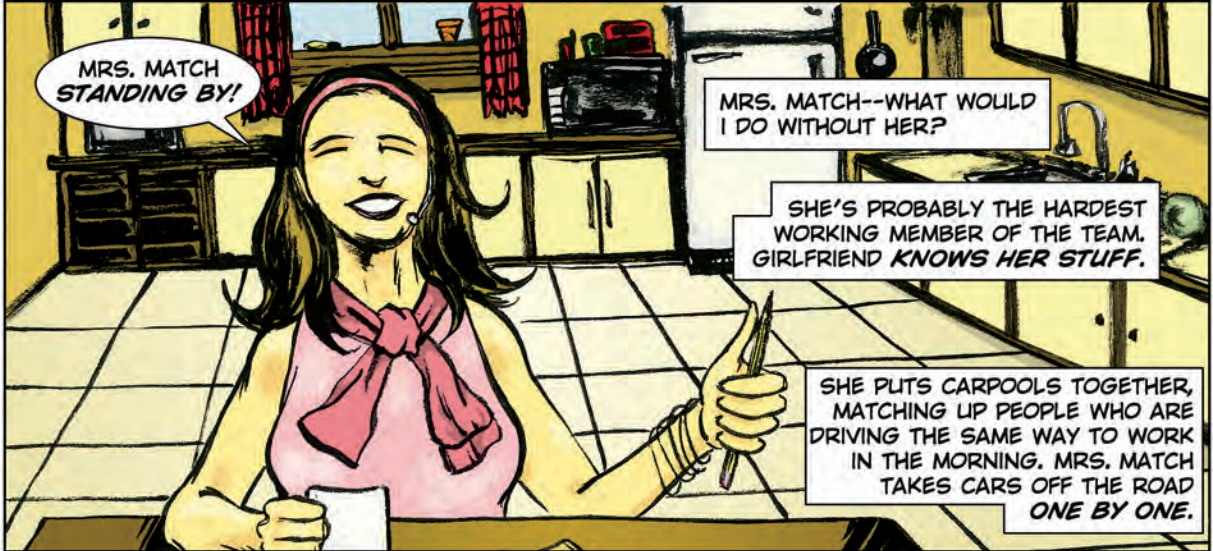
A woman with blonde hair, wearing a pink short-sleeved shirt and a pink scarf. She has sunglasses on her head and a headset with a microphone. She is smiling and looking towards the right. In the background, there is a closet with several colorful shirts hanging on a rack.

VANITY VANPOOL HERE,
LIKE, **TOTALLY** STANDING
BY!

VANITY
VANPOOL.

SHE HELPED RUN
HER FATHER'S
COSMETIC COMPANY,
THEN SET OUT ON
HER OWN.

SHE PROVIDES VANPOOL
SERVICES SO PEOPLE CAN
LEAVE THEIR CARS AT HOME,
REDUCING GREENHOUSE
EMISSIONS. SHE'S ON THE JOB,
AND ALWAYS LOOKS FLY DOING IT.

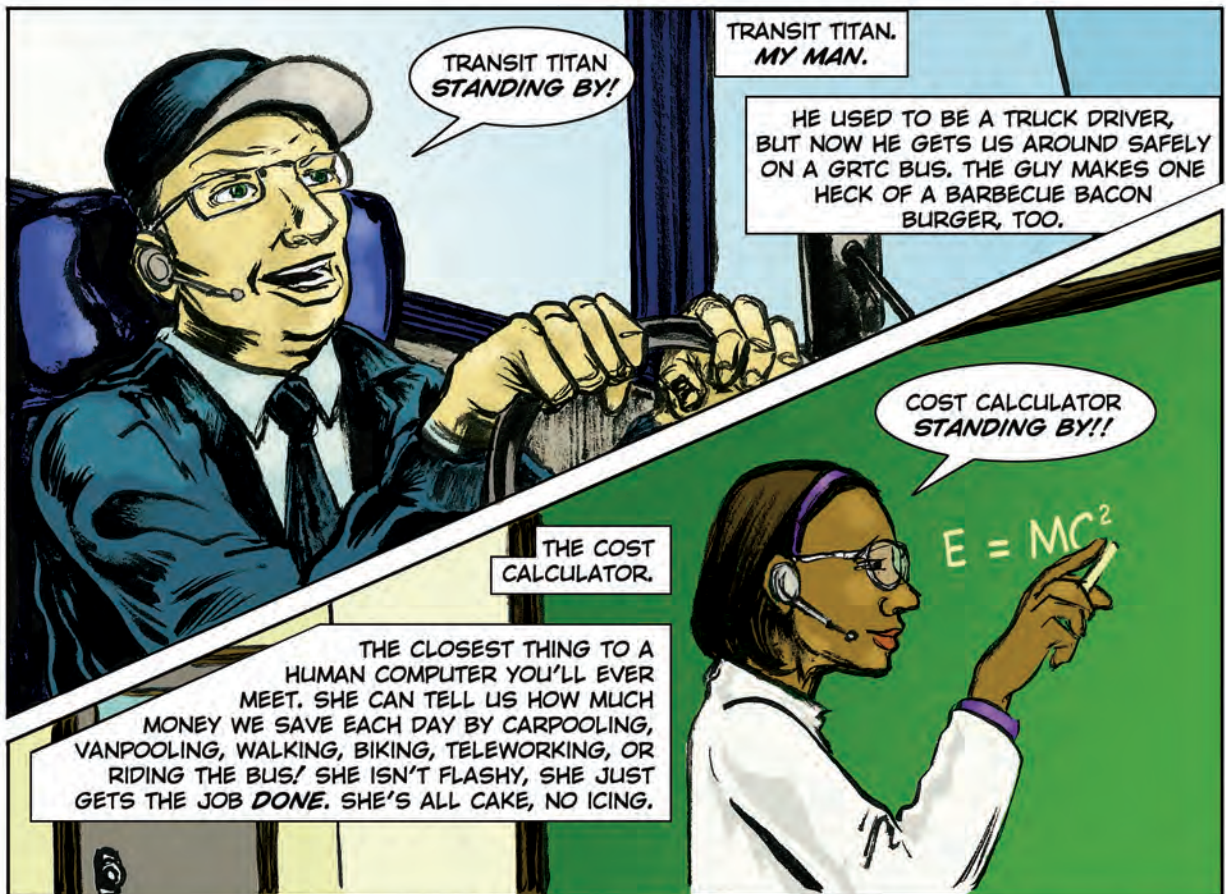
A woman with long brown hair, wearing a pink sleeveless top with a large pink bow at the neck. She has a headset with a microphone and is smiling. She is holding a white card in her left hand and a pair of scissors in her right hand. The background shows a kitchen with a tiled floor, a sink, and a stove.

MRS. MATCH
STANDING BY!

MRS. MATCH--WHAT WOULD
I DO WITHOUT HER?

SHE'S PROBABLY THE HARDEST
WORKING MEMBER OF THE TEAM.
GIRLFRIEND *KNOWS HER STUFF.*

SHE PUTS CARPOOLS TOGETHER,
MATCHING UP PEOPLE WHO ARE
DRIVING THE SAME WAY TO WORK
IN THE MORNING. MRS. MATCH
TAKES CARS OFF THE ROAD
ONE BY ONE.



TRANSIT TITAN
STANDING BY!

TRANSIT TITAN.
MY MAN.

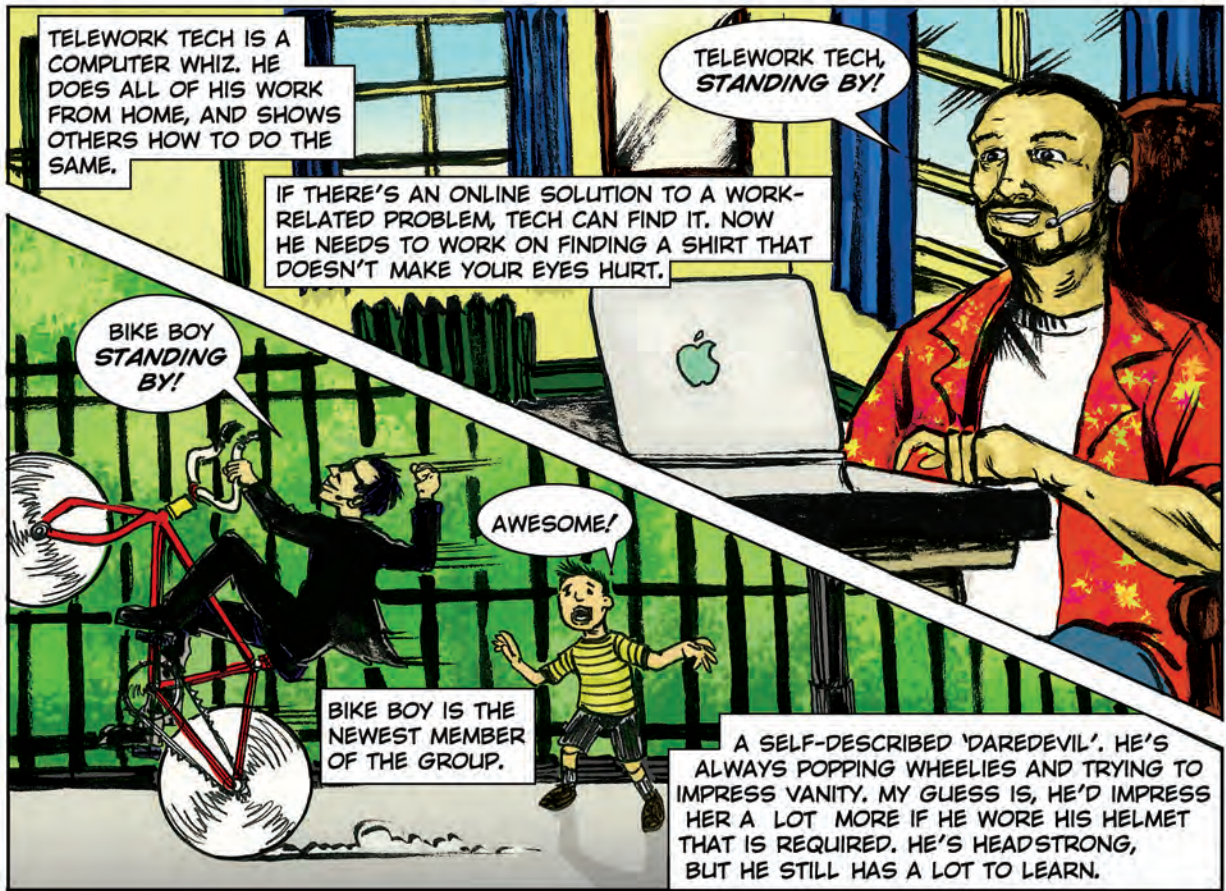
HE USED TO BE A TRUCK DRIVER,
BUT NOW HE GETS US AROUND SAFELY
ON A GRTC BUS. THE GUY MAKES ONE
HECK OF A BARBECUE BACON
BURGER, TOO.

COST CALCULATOR
STANDING BY!!

THE COST
CALCULATOR.

THE CLOSEST THING TO A
HUMAN COMPUTER YOU'LL EVER
MEET. SHE CAN TELL US HOW MUCH
MONEY WE SAVE EACH DAY BY CARPOOLING,
VANPOOLING, WALKING, BIKING, TELEWORKING, OR
RIDING THE BUS! SHE ISN'T FLASHY, SHE JUST
GETS THE JOB **DONE**. SHE'S ALL CAKE, NO ICING.

$$E = MC^2$$



TELEWORK TECH IS A
COMPUTER WHIZ. HE
DOES ALL OF HIS WORK
FROM HOME, AND SHOWS
OTHERS HOW TO DO THE
SAME.

TELEWORK TECH,
STANDING BY!

IF THERE'S AN ONLINE SOLUTION TO A WORK-
RELATED PROBLEM, TECH CAN FIND IT. NOW
HE NEEDS TO WORK ON FINDING A SHIRT THAT
DOESN'T MAKE YOUR EYES HURT.

BIKE BOY
STANDING BY!

AWESOME!

BIKE BOY IS THE
NEWEST MEMBER
OF THE GROUP.

A SELF-DESCRIBED 'DAREDEVIL'. HE'S
ALWAYS POPPING WHEELIES AND TRYING TO
IMPRESS VANITY. MY GUESS IS, HE'D IMPRESS
HER A LOT MORE IF HE WORE HIS HELMET
THAT IS REQUIRED. HE'S HEADSTRONG,
BUT HE STILL HAS A LOT TO LEARN.

THIS IS MY TEAM. THEY'RE THE BEST AT WHAT THEY DO. WE'RE SEVEN ORDINARY PEOPLE FROM DIFFERENT WALKS OF LIFE WHO HAVE GATHERED TOGETHER FOR ONE PURPOSE: TO PROTECT THE AIR WE SHARE.

OKAY, TEAM, NOW **LISTEN UP**. HERE'S THE **BAD NEWS**: THE AIR QUALITY FORECAST IS **RED** TODAY, AND YOU KNOW WHAT THAT MEANS. IT'S AN **AIR QUALITY ACTION DAY**!

HEY, CHIEF, SORRY TO INTERRUPT, BUT WHAT EXACTLY IS AN **AIR QUALITY ACTION DAY** AGAIN?

I'LL LET THAT ONE SLIDE SINCE YOU'RE NEW TO THE TEAM, BIKE BOY, BUT THIS IS THE **LAST TIME**. AN AIR QUALITY ACTION DAY IS FORECAST WHEN INTENSE SUMMER HEAT AND STRONG SUNLIGHT COMBINE WITH VEHICLE AND INDUSTRIAL EMISSIONS TO FORM OUR NUMBER ONE ENEMY: UNHEALTHY GROUND LEVEL **OZONE**.

NOW, WE NEED EVERYONE IN THE COMMUNITY TO PITCH IN AND HELP REDUCE AIR POLLUTION. THAT NASTY **GROUND-LEVEL OZONE** GETS STRONGER THE MORE FOSSIL FUELS WE BURN! WE CAN'T AFFORD TO LET OUR GUARD DOWN.

RIGHT NOW WE NEED REINFORCEMENTS. WE NEED **BACKUP**.

BUMMER! SO, LIKE, WHAT'S THE **GOOD NEWS**?

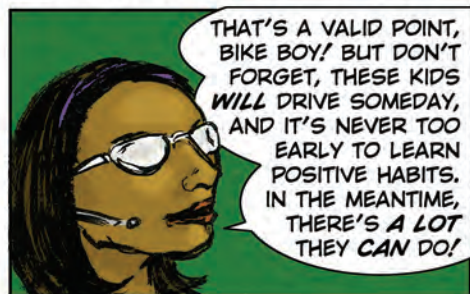
THE **GOOD NEWS** IS, THE REINFORCEMENTS WE NEED ARE **EVERYWHERE**. THEY JUST NEED TO KNOW THEY CAN HELP!

WHAT DO YOU MEAN, THEY'RE **EVERYWHERE**? I DON'T SEE ANYBODY!

CALM DOWN, TECH--I THINK I KNOW **JUST** WHAT THE BOSS-MAN MEANS BY **REINFORCEMENTS**!



UM, GUYS,
FORGIVE ME
FOR ASKING,
BUT WHAT
EXACTLY CAN
A BUNCH OF
KIDS DO TO
BATTLE
**GROUND-
LEVEL OZONE**
AND HELP
IMPROVE OUR AIR
QUALITY? I MEAN,
HEL-LO? THEY'RE
JUST KIDS! THEY
DON'T EVEN DRIVE!





FOR INSTANCE, THEY CAN INSIST THAT THEIR PARENTS BUY GASOLINE IN THE **AFTERNOON** OR **EVENING**. THIS REDUCES EMISSIONS THAT ACCUMULATE THROUGHOUT THE DAY AND FORM **OZONE!**

ACCORDING TO MY CALCULATIONS, CHILDREN CAN INFLUENCE THEIR FAMILIES TO MAKE SMALL BEHAVIORAL CHANGES!

GOOD SUGGESTION, COST CALCULATOR! COME ON, TEAM, LET'S HEAR SOME **MORE** GREAT IDEAS!

I KNOW! KIDS CAN ARRANGE FOR THE FAMILY TO HAVE A CONSERVATION CONVERSATION!

THAT'S A FAMILY MEETING ABOUT IMPROVING ENVIRONMENTAL HABITS! SET A GOAL TO REDUCE DRIVING! CREATE A FAMILY RECYCLING PLAN! SWITCH TO ENERGY EFFICIENT LIGHTBULBS! CULTIVATE THE HABIT OF CARPOOLING, VANPOOLING, WALKING OR BIKING TO WORK OR SCHOOL!

AWW! I WAS **TOTALLY** GONNA SAY ALL THAT--SHE, LIKE, **TOOK** MY IDEAS! WHAT-EV-ER!

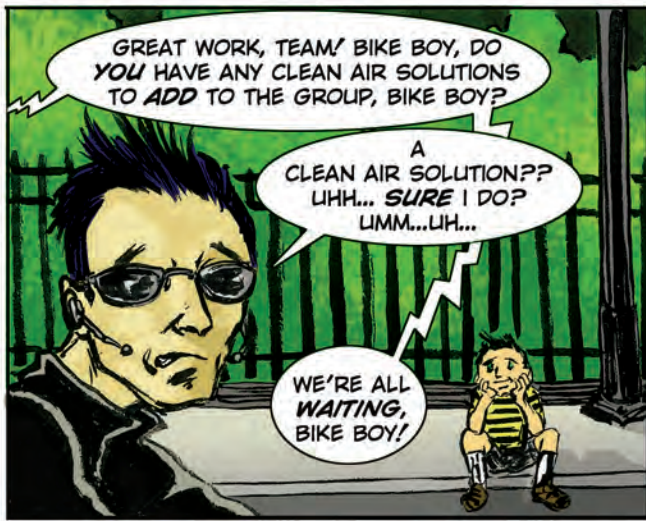
DON'T SLEEP ON MRS. MATCH, VANITY!

UHM...I GUESS IF KIDS GET THEIR PARENTS TO **BRING THEIR LUNCH** TO WORK, THAT ELIMINATES A CAR RIDE, TOO, RIGHT?

KIDS SHOULD REMIND THEIR FOLKS TO **COMBINE ERRANDS** AND TAKE FEWER TRIPS IN THE CAR! ALSO, **TELEWORK!** LOTS OF FOLKS CAN WORK FROM HOME, LIKE ME!

KIDS CAN TELL THEIR DADDIES TO USE GRTC BUSES AND OTHER TRANSIT SERVICES!

ALSO, AVOID IDLING THE CAR IN DRIVE-THRUS, BECAUSE THAT WASTES GAS! PARKING AND WALKING INSIDE IS THE **RESPONSIBLE** CHOICE!



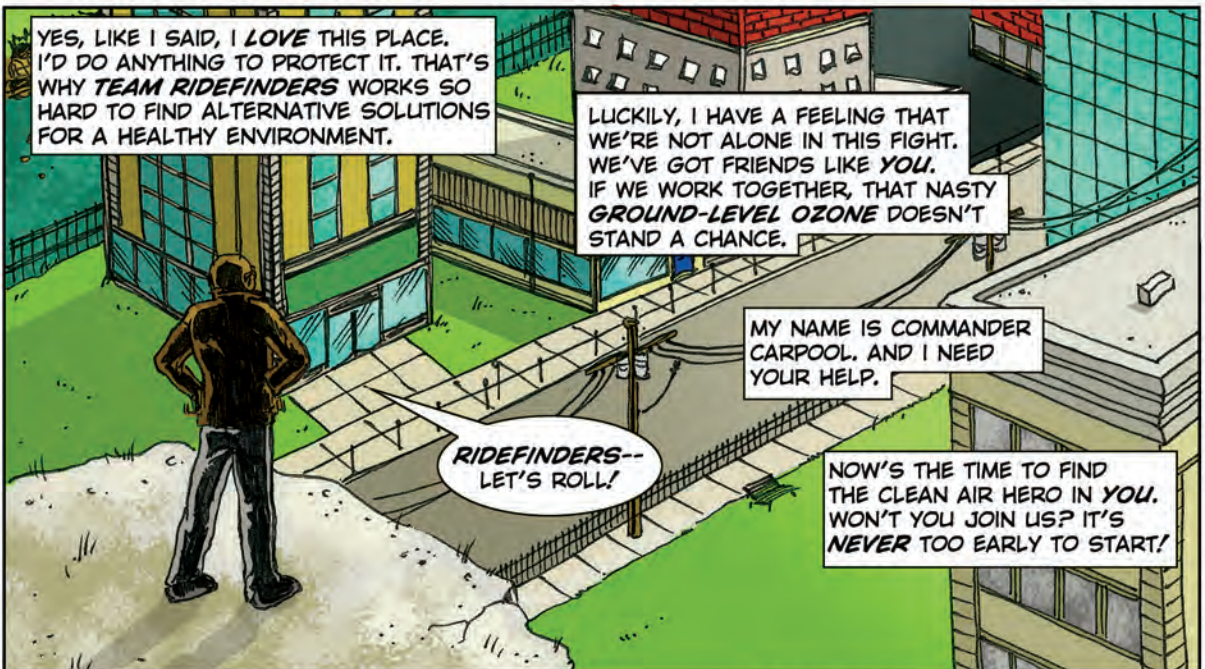
GREAT WORK, TEAM! BIKE BOY, DO YOU HAVE ANY CLEAN AIR SOLUTIONS TO ADD TO THE GROUP, BIKE BOY?

A CLEAN AIR SOLUTION?? UHH... SURE I DO? UMM...UH...

WE'RE ALL WAITING, BIKE BOY!



PSST... CALL RIDEFINDERS AT 804-643-RIDE OR VISIT WWW.RIDEFINDERS.COM TO SET UP SPECIAL RIDESHARE ARRANGEMENTS FOR AIR QUALITY ACTION DAYS, JUST LIKE TODAY!



YES, LIKE I SAID, I LOVE THIS PLACE. I'D DO ANYTHING TO PROTECT IT. THAT'S WHY TEAM RIDEFINDERS WORKS SO HARD TO FIND ALTERNATIVE SOLUTIONS FOR A HEALTHY ENVIRONMENT.

LUCKILY, I HAVE A FEELING THAT WE'RE NOT ALONE IN THIS FIGHT. WE'VE GOT FRIENDS LIKE YOU. IF WE WORK TOGETHER, THAT NASTY GROUND-LEVEL OZONE DOESN'T STAND A CHANCE.

MY NAME IS COMMANDER CARPOOL. AND I NEED YOUR HELP.

RIDEFINDERS-- LET'S ROLL!

NOW'S THE TIME TO FIND THE CLEAN AIR HERO IN YOU. WON'T YOU JOIN US? IT'S NEVER TOO EARLY TO START!