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ADEQ Uses ‘No Burn Man’ as Central Character to Promote Video Contest in Support of Winter Outreach Campaign

PHOENIX (Aug. 1, 2014) – Valley of the Sun, meet No Burn Man
<https://www.youtube.com/watch?v=TfIBRyj1j3E>.

The Arizona Department of Environmental Quality is using No Burn Man to promote a video contest at the start of the school year that students and others may enter for possible selection to be part of the agency’s winter outreach campaign. The campaign is intended to raise public awareness of the harmful health impacts of wood burning on wintertime No Burn Days in Maricopa County.

To enter the contest, create a video demonstrating the importance of observing No Burn Day wood burning bans. Video entries must be either 15 or 30 seconds long and submitted to ADEQ by Sept. 15. Winning entries will be announced on or about Oct. 15. View the full set of contest rules and entry requirements at www.azdeq.gov/noburn.

ADEQ and the Maricopa County Air Quality Department are working with Valley area municipalities and other partners to promote the 2014 Winter No Burn Day public awareness campaign. The campaign asks county residents and businesses to refrain from burning wood on days when a stagnant air inversion traps smoke in the Valley, resulting in a high pollution advisory or health watch designation.

Wood burning in fireplaces, chimineas, fire pits and other outdoor devices during the cooler winter months releases soot into the air and creates public health problems, especially for the elderly and children and those with pre-existing heart problems and lung problems like asthma.

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