



## Fall in Love with Clean Air and Commute Alternatives

### Promotion Ideas for February 2017

There are many great and fun ways to incorporate falling in love with clean air and commute alternatives at your worksite. Here are some ideas to get your co-workers excited about commute alternatives and clean air.

#### Hold a Drawing

Encourage your co-workers to take the Wintertime Air Quality Quiz. Those that complete the quiz can be entered into a drawing for a small prize.

#### Get Crafty

February is a great month to break out the glitter and make some handmade valentines. It's a great way to say thank you for caring for Spokane's air. To sweeten the deal, add a candy to the valentine.

#### Social Butterflies

Create a hashtag for co-workers to use while taking a commute alternative. You can feature these photos on your COB or on your intranet. #WeHeartCleanAir

#### Commit – MINT

Thank your co-workers for their commitment to clean air and commute alternatives with a fun play on words. All you need are mints and a little creativity. Add a tag to the mints that says, "Thank you for your commit – MINT to clean air and commute alternatives!"

#### Get Challenging

Challenge your co-workers to a mile-off. The person (or perhaps top three) that tallies the most miles with a commute alternative wins a prize. Provide weekly updates so that your co-workers know who is in the lead.

#### Prize Ideas

- 15 minutes added to their lunch break
- A front row parking space
- Gift card for coffee, lunch, cupcakes or digital downloads
- Bike maintenance kit
- Candy Bar Awards (fun examples can be found [here](#))