**Woodstove Changeout Press Release Template**

**For Immediate Release Contact:** *Program PR Person*

*Date* *Number, Email*

**(Coalition or Lead Organization Name) Announces New Clean Air Program**

**(Community) Wood Stove Changeout Campaign to Reduce Pollution from Wood Smoke**

Citizens of (community) will breathe cleaner air and help improve energy efficiency thanks to a new air quality initiative launched today to reduce smoke from old wood stoves.

The (community) Wood Stove Changeout Campaign will provide (community)-area residents with incentives to replace their old, dirty-burning wood stoves that emit excessive smoke with today’s cleaner-burning, more efficient hearth heating appliances. The wood stove changeout concept was created by the U.S. Environmental Protection Agency (EPA) and the Hearth, Patio & Barbecue Association, and has been successfully employed in many other areas of the country.

“Wood stove changeouts already have helped a number of communities achieve significant gains in air quality, and we think it can do the same for (community name),” said (campaign organizer #1). “We will need support from the entire community to make this a success, and our event today signals the start of a broad-based effort to raise public awareness.”

Pre-1990 wood stoves have limited controls on smoke emissions. In contrast, today’s modern stoves cut emissions by over 70 percent. As an example of the dramatic air quality improvement possible with changeouts, EPA data shows that replacing twenty old, conventional stoves with twenty EPA-certified stoves will prevent the emissions of one ton of particulate matter (or soot) into the environment each year.

Under the program, residents who use wood stoves not certified by EPA will be offered a variety of incentives to purchase and install new EPA-certified stoves that emit fewer pollutants and burn less energy.

[Insert details on the incentive program] Residents who are interested in keeping updated on the status of the changeout can visit (web site) or call (local coordinator number).

“Citizens who take advantage of this opportunity will be pleasantly surprised at how easy it will be and by the many ways that they will benefit,” added (campaign organizer #2). “Not only will they help make our air cleaner, but they will also become owners of stoves that are safer, warmer and less expensive to operate.”

After the announcement, organizers held a stove fair to provide a first-hand look at the many stoves and heating appliances that are eligible under the program. Among the items on display were wood stoves certified by EPA to be clean-burning, fireplace inserts, masonry heaters, and stoves that burn gas, pellets, corn and electricity.

Organizations supporting the (community) Wood Stove Changeout Campaign include: **[list coalition partners]**.

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