



Save money. Save lives. Save the environment.

Student Script/Points for Media and Community Outreach

Introduce yourself

I'm a student at (NAME OF SCHOOL) and we have partnered with a non-profit organization called the Newton Marasco Foundation on a program called *enGAUGE It*.

Our goal is to let drivers like you know that you can save money, save the environment, and save lives by keeping your tires properly inflated.

To do that, we're giving away free tire gauges with instructions about how to check and inflate your tires and information about how keeping your tires properly inflated helps save you money, save the environment, and save lives.

Here is your free tire gauge and information card.

Main Points Students May Use During Media Event and Community Outreach

- Keeping your tires properly inflated helps you save money, save the environment, and save lives
- We waste 1.2 billion gallons of gas each year due to underinflated tires.
- You can improve your gas mileage up to 3.3 percent by keeping your tires inflated to the proper pressure.
- You can save up to 8 cents a gallon with properly inflated tires
- Under-inflated tires lead to higher greenhouse gas emissions and release of air pollutants.
- About 25% of all cars have at least one tire that is underinflated
- Only check tire pressure when the tires are cold—when they have been stationary for at least 3 hours—otherwise the reading won't be accurate
- You should check the pressure in your tires at least once a month because even under normal driving conditions, air-filled tires can lose 1.5 pounds per square inch per month
- You can't tell just by looking if the tire is properly inflated.
- Make checking your tire pressure every month your Earth Day Resolution!