

get **enGAUGEd** every month!



www.enGAUGEIt.org

enGAUGE It is a program of the Newton Marasco Foundation, a non-profit organization dedicated to inspiring the next generation of environmental stewards.

Save money. Save the environment. Save lives.

Every year, drivers waste billions of dollars – and more than a billion gallons of gas – because of under-inflated tires. To help save money, save the environment, and save lives, the Newton Marasco Foundation (NMF) initiated a new program for students and youth groups to lead called *enGAUGE It*.

enGAUGE It puts students and youth groups in the driver's seat in educating and encouraging drivers to check and correct their tire pressure every month. By signing up for the *enGAUGE It* challenge, students will receive the tools and materials they need to hold their own outreach event, during which they give away tire gauges and information cards!

By taking the *enGAUGE It* challenge, students will:

- Present the concept to school or youth group leaders
- Sign up to take the *enGAUGE It* Challenge
- Plan their own *enGAUGE It* outreach event, including where and when they will hold it
- Prepare materials
- Promote their efforts before and after the event
- Hold their event to educate drivers by giving away tire gauges and information cards
- Write a summary of their event and send it, along with photos, to the NMF for the *enGAUGE It* website

The pilot for *enGAUGE It* was conducted in partnership with Loudoun Valley High School and the Town of Purcellville on Earth Day, April 22, 2009. And, each year, more high schools and youth groups will be able to take the *enGAUGE It* challenge! For more information, visit www.engaugeit.org.

The *enGAUGE It* challenge gives high school students—our next generation of environmental stewards—the tools and information to have a meaningful impact within their communities and on the environment.

Quick Facts about Inflation

- We waste 1.2 billion gallons of gas each year due to under-inflated tires. (GAO report on underinflated tires)
- Under-inflated tires lead to higher greenhouse gas emissions and release of air pollutants. (www.epa.gov)
- You can't tell just by looking if the tire is properly inflated. (www.safercar.gov)
- Under-inflated tires are one of the leading causes of tire failure. (www.safercar.gov)
- You can improve your gas mileage by up to 3.3 percent by keeping your tires inflated to the proper pressure. (www.fueleconomy.gov)
- Check your tire pressure every month, because even under normal driving conditions, air-filled tires can lose 1.5 pounds per square inch per month. (www.safercar.gov)
- More than 25% of all cars and one-third of all vans, pickups and sport utility vehicles have at least one tire that is under-inflated. (www.nhtsa.gov)