



# Media News Release

**Date:** January 16, 2012  
**Issued by:** Terry Robert, Executive Director  
**Subject:** Phase III Implementation Plan

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## For Immediate Release

### Members of the Prince George Air Improvement Roundtable Approve the Phase III Implementation Plan

(Prince George, BC, January 16, 2012) PGAIR is pleased to announce the approval of the Phase III Implementation Plan. The Plan is designed to help agencies and individuals implement strategies to reduce particulate matter emissions over the next 5 years.

“Particulate matter levels in the Prince George airshed are of great concern to the roundtable. They can travel deep into the lungs and cause heart and lung disease” says Terry Robert Executive Director of PGAIR. “The strategies outlined in the Phase III Implementation Plan were developed in collaboration with a number of individuals and agencies and cannot be implemented by PGAIR alone. We will be working with others to ensure that a clear understanding of the importance of addressing particulate matter is understood - and acted upon” says Robert.

Each year PGAIR will develop an annual priority list (work plan) and confirm leads, partners and associated actions. In this regard, we are currently working with the transportation sector to develop an enhanced understanding of sector related challenges and opportunities. PGAIR will develop a summary of findings from this work for local agencies and individuals.

To view a copy of the Phase III Implementation Plan please visit [www.pgairquality.com](http://www.pgairquality.com)

For further information please contact Terry Robert, Executive Director [trobert@fraserbasin.bc.ca](mailto:trobert@fraserbasin.bc.ca), phone 250-612-0252.

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PGAIR Society is a group representing a broad spectrum of the community; including the public, government, industry, Northern Health, UNBC, PACHA, commercial and transportation sectors. PGAIR is working towards continuous improvement of the air quality within the Prince George airshed, and coordinates various programs and communication initiatives in support of this effort. PGAIR also coordinates research and provides science-based recommendations to various stakeholders and decision making bodies to help improve air quality.