

HOW IT WORKS

September 27 – October 31, 2003

Included Materials:

- Banner
- Supply of Tips Sheets
- Example of Web site
- Copy of logo (*available by calling NWHPBA*)
- Press Release
- Changeout forms

Changeout is optional! To demonstrate to the Puget Sound Clean Air Agency the old wood stoves that might be changed out for cleaner hearth products, we have enclosed changeout forms to record transactions. If you sell a hearth product as a result of this promotion and the person is interested in relinquishing their old hearth product, please fill one of these forms out and submit it to the NWHPBA office.

What You Need to Do:

- Banner:** Hang the Banner in a visible place on the exterior of your store.
- Reader Board:** Provide message on reader board with Web address – Fireplace and Wood Stove Owners...Make a Change and 'Save'...www.burningclean.com
- Press Release:** Provide the enclosed calendar release to your ad reps.
- Distribute Literature:** Position Tips Sheets in a visible location and encourage sales people to provide a tips sheet to all people that walk through the door.
- Advertisements:** Provide information and logo in advertisements through the end of October.
- Changeout:** Encourage people to changeout their old wood stoves for cleaner burning stoves (or add a gas log set or fireplace insert to their woodburning fireplace).
- NEXT YEAR: DETERMINE HOW YOU CAN BE FURTHER INVOLVED IN 2004!**

How Sponsors are Promoting the Program:

- Television Advertisement (September 29-October 4, King 5 TV)
- Publicity
- Four Events (see Web site)
- Bartell Drugs Bag Stuffers
- Bartell Drugs Advertisements
- Community Flyers

www.burningclean.com