

September 22, 2003

XXX
XXX
XXX
XXX

Dear XXX:

Thank you for registering for the ***Burn Smart, Burn Clean*** campaign, September 27 through October 31, 2003. We are working diligently to promote this campaign and encourage behavior change when it comes to wood stoves and woodburning fireplaces, but 100% success will take everyone's help!

Burn Smart, Burn Clean

We have partnered with the **Puget Sound Clean Air Agency** to develop this public education campaign on behalf of NWHPBA members. It aims to educate people about clean burning hearth products, while demonstrating the cost savings, fire safety and air quality benefits of using clean burning hearth products. The target audiences are wood stove and woodburning fireplace users.

New Tactics

While the ***Burn Smart, Burn Clean*** campaign has elements much like a stove changeout program, it employs some public education tactics not before utilized by NWHPBA on behalf of its members.

- Bartell Drugs as a community partner to reach the general population
- Woodburning workshops to demonstrate correct behavior
- Television advertising to reach the masses
- Jeff Renner as the TV spokesperson
- Fire department involvement at workshops
- Safety and money saving messaging (along with air quality) to provide multiple ways to reach consumers

Benefits to Members:

- **Pre-established in-store promotion** program for hearth stores
- Program **Web site** with participating hearth retailers contact info
- **Publicity** effort to support program through Puget Sound region
- **Literature** distributed (with participating hearth retailer contact info) at four public events/workshops. *See Web site copy.*
- Program promoted through **Bartell Drugs advertising** in October
- **Additional literature distributed by community partners** in areas surrounding four events
- Promotion of event in **Puget Sound Clean Air Agency newsletter**
- **Television advertising** sponsored by NWHPBA, Puget Sound Clean Air Agency, Duraflame, Inc. and Travis Industries

Maximizing the Promotion

The intent with this program is to create a long-term (multiple year) effort with the Puget Clean Air Agency, so now is a good time to get involved. Attached is a sheet on how the program works. It is filled with ideas to help spread the word and maximize people's awareness of the program.

To learn more, go to www.burningclean.com or call the NWHPBA office at (425) 778-6162.

Sincerely,

XXXXXXXX

“Burn Smart, Burn Clean”

A public education program developed by the Puget Sound Clean Air Agency and Northwest Hearth, Patio & Barbecue Association

Corporate and Public Partnership Opportunities

Program Description

“Burn Smart, Burn Clean” is a public education campaign developed by the Puget Sound Clean Air Agency and the Northwest Hearth, Patio & Barbecue Association. The program’s objectives are to raise awareness of proper residential burning in fireplaces and wood stoves, and to encourage upgrades to clean burning natural gas and EPA-certified appliances, in an effort to protect neighborhood air quality and personal health. “Burn Smart, Burn Clean” will include the implementation of four public workshops, educational materials, retailer promotional materials, a Web site, neighborhood outreach, and partnerships with public and corporate organizations. Current partners include Duraflame and Bartell Stores. The program coordinators are actively seeking additional program partners.

Corporate and Public Partnership

Overview

Corporations and public organizations can support the important messages communicated through “Burn Smart, Burn Clean” by partnering with the Puget Sound Clean Air Agency and the Northwest Hearth, Patio & Barbecue Association. Corporate and public partnership opportunities can include funding, in-kind promotional support and dissemination of key messages.

Benefits

Benefits to corporate and public partners include the following:

- affiliation with two respected local organizations, the Puget Sound Clean Air Agency and the Northwest Hearth, Patio & Barbecue Association
- public recognition as a socially responsible community partner
- sponsorship recognition opportunities during televised public service announcements
- logo placement in printed educational materials
- logo placement in retailer promotional materials
- logo placement on “Burn Smart, Burn Clean” Web site
- signage and/or verbal recognition opportunities during four public workshops