



MEDIA COVERAGE
EARTH DAY 2009

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PURCELLVILLE Gazette

Town Turnups

Town to Partner with Foundation and Valley on Tire Safety

March 6, 2009

The Town of Purcellville will be partnering with the Newton Marasco Foundation and Loudoun Valley High School to implement the “EnGauge It” Challenge which is a student driven program to help educate and give away tire gauges. The program’s goal is to “make sure that the community and traveling public are keeping tires properly inflated which saves gas, reduces the carbon footprint and increases the safety of vehicles operating on congested highways,” according to Town Manager Rob Lohr. This partnership is being planned for April 22nd to coincide with Earth Day. Further information will be forwarded as the program develops.



Students provide gauge for energy conservation success

By Amy Marasco Newton
03/31/2009

The debate over energy policy is heating up again in Congress, and enacting new national policies that reduce our use of fossil fuels and improve the environment is a critically important goal.

But as Earth Day approaches, we shouldn't lose sight of the fact that each of us has a personal energy policy that guides how we use electricity, drive our cars and care for our piece of the environment.

The reality is that each of us can make a real impact in our own energy conservation by taking basic and practical steps.

At the Virginia-based Newton Marasco Foundation (NMF), we have come up with a series of tips that can lead to significant energy savings and reduce pollution.

For example, replacing 18 light bulbs in your home with more efficient compact fluorescent bulbs will reduce pollution by the same amount as removing one car from the road for a year.

Or simply turning your car air conditioner down can improve efficiency significantly. By setting your AC on "Max" you reduce gas mileage by as much as 25 percent.

And adding storm windows and doors to your home can reduce the loss of heat by as much as 50 percent, which saves energy and reduces utility bills.

At NMF we are focusing on one specific tip for the month of April - making sure car tires are inflated properly. When tires are under-inflated, the car has more drag on the road and consequently burns more fuel.

Every day, about 3.3 million gallons of gas are wasted due to under-inflated tires; that's 1.2 billion gallons of gas wasted each year.

Properly inflating a car's tires can reduce gasoline consumption by as much as three percent. That doesn't sound like a lot, but if everyone did it, we'd reduce our oil consumption by roughly the same amount of oil that would be gained by expanding our off-shore drilling capacity as some have proposed.

Reduced gasoline consumption also pays environmental dividends as we emit less greenhouse gas into the air and fewer nitrogen compounds that eventually fall to earth and pollute our rivers, bays, and oceans.

Inflating tires to the right pressure is quite simple - as long as drivers have access to a tire gauge. To address that need, we created a program called enGAUGE It that will make tire gauges more available to motorists and spread the word about the value of properly inflated tires.

This program is underway in the town of Purcellville, Virginia, driven by students at Loudoun Valley High School. Those students, when presented with the issue, quickly grasped the value of tire gauges and have implemented the program in the nearby community. They did research on the issue, prepared informational and promotional materials, and reached out to the community for support.

On Earth Day, they will hand out hundreds of free tire gauges to residents of Purcellville - along with a fact sheet about the value of proper tire inflation.

By Earth Day 2010, we'd like to see enGAUGE It expanded to 2,010 high schools across the country. We think it will resonate strongly with young people who are eager to find ways to get involved and address our ongoing energy and environmental problems. Teachers and students who want to get involved should visit the NMF website (www.newtonmarascofoundation.org) or call us at 703-748-7575.

Bringing such initiatives to our schools should be a priority. Getting students engaged in environmental issues and helping them become responsible stewards must be a fundamental goal as we look to address and conquer the environmental and energy challenges that are in front of us.

In World War II, all Americans were called to do their part for the country, whether it was growing a victory garden or collecting old tires for recycling. Each person's contribution was relatively small; collectively, they made an enormous difference.

Today, we're facing an uncertain energy future, and complex environmental problems that are becoming increasingly urgent.

President Obama has called on Americans to take conservation and environmental stewardship seriously. In fact, on the campaign trail, he urged us to keep our tires properly inflated as one simple part of the solution. Now is the time to do some homework and take steps that will have a real impact on the world. Let's start by picking up a tire gauge. Make this your Earth Day action!

Amy Marasco Newton is president of the Newton Marasco Foundation, a nonprofit organization whose mission is to inspire responsible environmental stewardship.

Distributed by Bay Journal News Service.

<http://www.bayjournalnewsservice.com/Students.html>



Youth/ schools news

[Community](#)

Source: Loudoun Times-Mirror
WEDNESDAY, APRIL 15 2009

Loudoun Valley students help drivers on Earth Day

Loudoun Valley High School students will hand out free tire gauges, teach residents about keeping tires properly inflated, and calculate gas savings for their community on April 22 at Main Street and North Maple in Purcellville.

This event launches enGAUGE It, a national campaign aiming to enlist 2,010 high schools to participate in this program in 2010.

Students will provide community members with tips and demonstrations on monitoring tire inflation.

The Newton Marasco Foundation, is sponsoring the enGAUGE It campaign and is providing students with the tire gauges. The foundation created a Web site where students from other high schools will be able to register for the challenge, sign up for free tire gauges, find facts and tips on checking tire pressure and download a toolkit to help stage their own enGAUGE It event.

Using the site, students across the country will be able to calculate the gas and cost savings in their communities. To find out more, visit www.newtonmarascofoundation.org.

The U.S. Department of Energy has estimated that 1.2 billion gallons of gas are wasted annually due to under-inflated tires. When tires are properly inflated, fuel economy can improve by as much as 3 percent, and motorists can save up to six cents per gallon.

Tires should be checked monthly. For more information visit www.fueleconomy.gov/feg/maintain.shtml.

<http://www.loudountimes.com/news/2009/apr/15/youth-schools-news/>



Free Tire Gauge Give-Away

When: [Saturday, April 18, 2009](#), 10 a.m. to 1 p.m.

Where: Purcellville Farmer's Market, Town Hall, 130 E. Main Street Purcellville, VA 20132

Cost: Not available

Age limit: Not available

Categories: [Community](#), [Community/Health](#), [All](#)

Description: The Loudoun Valley High School students will be giving out free tire gauges and information cards to people at the Purcellville Farmer's Market between 10 am and 1 pm on Saturday 4/18. The farmer's market is located at the Town Hall, 130 E. Main Street Purcellville, VA 20132.

This is a precursor to the larger Earth Day event on the 22nd, where students will fan out across the town doing the same – giving out thousands of free tire gauges and educating the community about the environmental and monetary benefits of such a simple task.

Event posted: **April 16, 2009**

Last updated: **April 16, 2009**

<http://loudounextra.washingtonpost.com/events/2009/apr/18/9581>

3 Minute Interview-Newton

By: [Bill Myers](#)
Examiner Staff Writer
04/19/09 7:05 PM



After her husband died, Amy Marasco Newton created the Newton Marasco Foundation, a local nonprofit group that works to recruit young people into environmental activism.

For Earth Day, the foundation will unroll a program it's calling "enGauge It," in which Loudoun County high school students will hand out tire gauges to residents to encourage them to save gas by inflating their tires.

What inspired you to create the foundation?

My husband [David Allen Newton] and I had a very large consulting group in Arlington. When we sold it ... it was a \$50 million company. Then my husband's lung cancer and heart complications came back. We had 18 months. I thought, "Well I'm only 49. What kind of legacy do I want for him and for me?"

What's your best moment so far in the foundation?

That's a really a good question. There's a range. [Wednesday] night, we gave out the 2009 Green Earth Book Awards. It's a national program. We give it out at Salisbury University during their children's literature festival. Then last year I was in a schoolroom and met a student who was on a farm out in western Loudoun. He said, "Ms. Newton, I've been listening to all this and I'm wondering if my cows are causing problems because they're ranging near the open water." About six months later, I was there again, and he raised his hand and said, "I talked to my father, and we've fenced off the cows." I thought, "That's it. That's why I do it."

Where do you see this going?

Nonprofit is new to me. I've always been in the private sector. I think we're going to home in on a few strong programs and refine them in the Washington area. And then we'll roll it out nationally if it has legs. It might be enGauge It. That's an easy one. Once you get the word out that you're wasting 1.2 billion gallons of gas each year due to [improperly inflated] tires, it's a no-brainer. – Bill Myers

<http://www.washingtonexaminer.com/local/3-Minute-Interview-Newton-43255957.html>



Living in LoCo

Loudoun to Celebrate Earth Day

By Erica Garman at 3:20 p.m., April 21, 2009

[Earth Day](#) is tomorrow, and there are several events going on this week in Loudoun to raise eco-awareness and pay tribute to our lovely planet.

The [Loudoun Wildlife Conservancy](#) and the [Waterford Foundation](#) will work tomorrow from 3 p.m. to 6 p.m. and Saturday from 9 a.m. to noon planting trees and shrubs along a stream on Phillips Farm in Waterford. The groups hope to remove the invasive alien vegetation found there and replace it with native species to help stabilize the stream bank with a wider buffer. If interested in volunteering with this effort, contact [Jon Coleman](#) to register.

Through a partnership with the [Newton Marasco Foundation](#) and the town of Purcellville, several dozen students from [Loudoun Valley High School](#) will pass out free tire gauges to motorists and demonstrate how to check tire pressure starting at noon tomorrow at the Loudoun Valley Shopping Center parking lot at Main Street and North Maple Avenue. (The U.S. Department of Energy estimates that 1.2 billion gallons of gas are wasted each year due to under-inflated tires.)

Employees and managers at the [National Conference Center](#) in Lansdowne will celebrate Earth Day with its fourth-annual clean-up activity. ([I blogged about this event last year.](#))

About 30 folks from the hospitality group plan to get out of the facility Wednesday and clear brush, wooded areas and pick up litter on the conference center's 110 acres and adjacent areas. The NCC mascot, Eco Man, will be out again in his green tights to inspire the dedicated staff.

Right up the road from the conference center, [Inova Loudoun Hospital](#) employees will hold a plant swap on Earth Day, and volunteers will hand out free tree seedlings to workers, patients and visitors. From 11:30 a.m. to 1:30 p.m., gardening experts will be on hand to offer up planting advice for green thumb hopefuls.

[Sustainable Loudoun](#) and [REHAU](#) will host the [2009 Energy and Environmental Sustainability Awards](#) Wednesday from 7 p.m. to 9:30 p.m. at REHAU's corporate headquarters at 1501 Edwards Ferry Road in Leesburg.

The program is open to the public and will feature a panel of speakers, an awards ceremony and a reception to honor the 2009 winners of the Energy and Environmental Sustainability Awards from the Loudoun County Public Schools' recent regional science and engineering fair.

And on Sunday, bring the kids out to the first-ever [Earth Day @ Loudoun 2009 Family Festival](#). Running from 11 a.m. to 3 p.m. at [Clyde's Willow Creek Farm](#) in Broadlands, the event will feature live music, food, animal visits and earth-friendly exhibitors.

The event, organized by the [Broadlands Wildlife Habitat Committee](#) and co-chaired by Supervisors **Stevens Miller** (D-Dulles) and **Andrea McGimsey** (D-Potomac), promises to "bring a national theme home to the local area in a grassroots effort to promote environmental awareness."

<http://loudounextra.washingtonpost.com/blogs/living-loco/2009/apr/21/loudoun-celebrate-earth-day/>



Purcellville

Towns and Villages

Source: Loudoun Times-Mirror

WEDNESDAY, APRIL 22 2009

enGAUGE, Hug a Tree, rain barrels and Tree City

By Marge Kraft

enGAUGE: This Earth Day, April 22, the Newton Marasco Foundation, in partnership with students from Loudoun Valley High School and the Town of Purcellville, will launch the enGAUGE It campaign to teach motorists about the value of checking their tires and keeping them properly inflated. Students will hand out free tire gauges 12:30-6 p.m. at various locations around Purcellville, along with instructions on how to check and inflate tires, and information about the benefits to individuals and the environment. This year's Earth Day event launches a national campaign to get 2,010 high schools around the country to participate in 2010 to educate drivers in their communities about tire pressure. The Newton Marasco Foundation, a nonprofit organization dedicated to inspiring the next generation of environmental stewards, is sponsoring the enGAUGE It campaign and is providing students with the tire gauges. For more information about the program, please visit www.newtonmarascofoundation.org.

<http://www.citizenet.com/news/2009/apr/22/purcellville/>



Proper Tire Inflation: Students Will Teach You Why it Matters

By Madeline Hyden

April 22, 2009

According to the [U.S. Department of Energy](#), 1.2 billion gallons of gas are wasted annually due to under-inflated tires. By keeping tires properly inflated, drivers can improve their gas mileage by up to 3.3 percent.

This Earth Day students at Loudoun Valley High School in Percellville, Va., have launched the *enGAUGE It* campaign to encourage motorists to regularly check their tires and keep them properly inflated. The students will hand out thousands of free tire gauges at various locations around the community and will provide demonstrations on checking tire inflation to community members, including local elected officials.

[The Newton Marasco Foundation](#), an organization dedicated to inspiring the next generation of environmental stewards, is sponsoring the *enGAUGE It* campaign by providing the students with the tire gauges. The Foundation has also created a website for [enGAUGE It](#) that offers tips for checking tire pressure, a gas savings calculator and a tool kit for starting an *enGAUGE It* campaign in your area.

To learn more about checking your tire pressure and why digital gauges are best, read [Check Your Tire Pressure and Improve Your Gas Mileage](#) and [Under Pressure: Better Tire Gauges Mean Better Fuel Economy](#).

<http://www.motherearthnews.com/Energy-Matters/Proper-Tire-Inflation-Save-Gas.aspx>

Driving change for Earth Day



Source: Loudoun Times-Mirror
SATURDAY, APRIL 25 2009

Haley McGaflin, a senior at Loudoun Valley High School, shows Bob Lazaro, mayor of Purcellville, how to use a tire gauge April 22 as part of an Earth Day project called enGAUGE It. Loudoun Valley students gave away tire gauges and taught motorists that keeping their tires inflated improves fuel economy, reducing gasoline waste and saving money -- Times-Mirror Staff Photo/Lisa Johnson



Opinion > Editorials

Many Hands

(Created: Monday, April 27, 2009 9:40 AM EDT)

It was hard to move around Loudoun County this week without running into a person or group working to make the community a better place.

On Tuesday, county supervisors took time out for what is annually among the most uplifting presentations, honoring a selection of Loudoun's most active and dedicated volunteers. More than three dozen were selected for special recognition this year. It is good to know there are hundreds more like them working in a wide variety of fields to improve life for their neighbors.

The Earth Day programs also offered inspiration as residents young and old worked to make Loudoun a little greener. While the environmental studies program at Loudoun Valley, along with its partnership with the Newton Marasco Foundation, typically sets a high bar, the breadth of programs offered in schools across the county is a showcase for the imagination and dedication of educators. It wasn't just the kids getting their hands dirty outside, a fair number of executive types rolled up their sleeves as well. While the students will shape the environmental policies of tomorrow, it is the executives who can define the priorities we set today.

And there was the county's largest green showpiece, the Leesburg Flower & Garden Festival. The town's parks, recreation and utility staffers don't fit into that same volunteer category, but they continue to earn high marks for running one of the county's most logistically challenging events with smooth efficiency and cheery attitudes.

It may seem like a lot of community activity for one week, but it doesn't end there. This weekend, teams of volunteers again will spread around the county to repair homes of families that need a little extra help as part of the Rebuilding Together program.

That's a small example of the many hands at work making Loudoun a great place to live.

<http://www.leesburg2day.com/articles/2009/04/27/opinion/editorials/898edit042409.txt>



Loudoun Valley H.S. Students Distribute Free Tire Gauges at Earth Day Event

April 22, 2009

Loudoun Valley H.S. Students Distribute Free tire Gauges at Earth Day Event

This Earth Day, the Newton Marasco Foundation, in partnership with students from Loudoun Valley High School and the Town of Purcellville, will launch the enGAUGE It campaign to teach motorists about the value of checking their tires and keeping them properly inflated. From 12:30 p.m. to 6:00 p.m. on April 22, students will hand out free tire gauges at the Loudoun Valley Shopping Center parking lot and other locations around Purcellville, along with instructions on how to check and inflate tires, and information about the benefits of keeping tires properly inflated to help save money, save the environment, and save lives.

<http://www.weta.org/local/calendar/event/157042>

The Washington Times

Eco-friendly firm refocuses to boost community service

By Adrienne Washington, THE WASHINGTON TIMES

April 26, 2009 Sunday

CITIZEN JOURNALISM: SERVICE; A08

Environmental consultants Amy Marasco and Dave Newton started out as fierce competitors - although "we were always trying to hire each other," she says.

Hire each other they did. The pair formed a successful environmental consulting firm, the Marasco Newton Group, which grew to employ 350 people and earn \$50 million in annual revenues by the time they decided to sell the Arlington-based company a dozen years later and start new careers in 2002 as environmental philanthropists.

Along the way, they got married, adopted a child and formed a blended family.

Life happens, or rather, death ended the nearly fairy-tale existence of the Marasco-Newton household on a farm in Hillsboro, Va., just northwest of Leesburg. As they were planning to expand their nonprofit work and travel the world, Mr. Newton died suddenly in 2003 of complications of heart and lung disease.

"This isn't the life I planned, to be a widow at 49," says Mrs. Marasco Newton, 54. "My whole life had to change."

After a year of "getting through each day not sure what end was up," she had to "rethink and refocus." Mrs. Marasco Newton then created a regional environmental educational foundation, the Newton Marasco Foundation, for children and young adults in memory of her late husband. Her hope was to continue their community-service work.

Her mission now is "inspiring the next generation of environmental stewards," she says.

Toward that goal, Mrs. Marasco Newton was passing out free tire gauges in Purcellville, Va., on Earth Day along with several dozen Loudoun Valley High School students who participated in the foundation's EnGauge It! campaign.

Mrs. Marasco Newton says she dreams of expanding the campaign, which teaches motorists about the value of checking their tires and keeping them properly inflated, in 2,010 high schools across the county in 2010. The foundation's Web site, www.newtonmarascofoundation.org, was set up for students to register for the EnGauge It! challenge...

The foundation, based in McLean, has sponsored eco-field-trips, recycling programs at area elementary schools, environmental photography contests for high school students and environmental internships for college students. It also has helped students and schools in rapidly developing Loudoun County create outdoor classrooms and restore wetlands and rain gardens

Leading up to this year's Earth Day, Mrs. Marasco Newton awarded the annual scholar's prize to an outstanding Maryland student and the Green Earth Book Awards to authors and illustrators who write children's and young adult books "about nurturing our planet."

On Friday, the foundation hosted the Greater Washington Eco-Golf Classic at Stonewall Golf Club in Gainesville, Va., with former Washington Redskin Rick "Doc" Walker as the celebrity player.

A self-starter who characterizes herself as "a serial entrepreneur," Mrs. Marasco Newton does not receive a salary as president of the foundation.

Amy Marasco seemed destined to be an environmentalist. Growing up in a New Jersey suburb outside New York City with a musician father and a mother who loved gardening, she was taught to care for her surroundings early on.

She remembers that her mother read passages from Rachel Carson's seminal book, "Silent Spring" in the 1960s and challenged her daughter to "do something" about the harmful effects of the pesticide DDT. "She said, 'You're smart, and you need to fix this when you go to college.'"

Mrs. Marasco Newton attended the first Earth Day event in New York. She holds a master's degree in environmental planning from Colorado State University and a bachelor's degree from Ohio Wesleyan University but says she's not "a tree hugger."

"We can create a middle ground, and we could create a better environment and jobs," she says.

Mrs. Marasco Newton says her husband would be pleased to see that environmental issues are back on the front burner in American society and politics. She counts guiding the federal Environmental Protection Agency's clean-up of abandoned toxic Superfund waste sites as one of the greatest achievements of the company she ran with her husband.

The company also fostered a community-service culture, she says. Employees tutored 200 pregnant teens, coached troubled students in Arlington's alternative high schools and underwrote the cost of two Habitat for Humanity houses in Northern Virginia.

The idea for the foundation's EnGauge It! campaign - "Save Money; Save the Environment; Save Lives" - came from then-candidate Barack Obama's suggestion that motorists should check their tires regularly and keep them inflated to conserve energy.

“I did the research and couldn't get over what the facts said,” Mrs. Marasco Newton says. The Department of Energy estimates that 1.2 billion gallons of gas are wasted annually because of underinflated tires, she notes.

“It's not a panacea but something all Americans can do,” she says.

The grandmother of nine, ages 3 to 16, is delighted that the youngsters in her large family are showing signs of following in her and her husband's environmental footprint. And the foundation in his name “is part of my healing.”

GRAPHIC (to come): Amy Marasco, founder of the Newton Marasco Foundation, addresses Loudoun Valley High School students. [Photograph by Astrid Riecken/The Washington Times]

PURCELLVILLE Bazette

Valley Students “enGauge It” on Earth Day

By David Sackrider



Haley McGlaufflin helps Mayor Lazaro deal with the pressure. Photo by David Sackrider

Loudoun Valley High School students led by Haley McGlaufflin and Kaitlin Bledsoe took their Earth Day message to the road last Wednesday as they tried to raise awareness of small steps we can take toward a healthier planet.

With support from the school, the town of Purcellville, and local business people, and the Newton Marasco Foundation, McGlaufflin, a senior, and Bledsoe, a junior, arranged to distribute several thousand tire pressure gauges and an information card explaining the importance of properly inflated tires. According to the card, drivers in the United States waste 1.2 billion gallons of gasoline each year due to underinflated tires.

Seeing the sizable turnout to the kickoff event in front of the new ReStore store in the Loudoun Valley Shopping Center on April 22, McGlaufflin said, “This is definitely worth it.” She has been inspired by the environmental work that her

mother does with Project Learning Tree.

McGlaufflin and Bledsoe coached Mayor Bob Lazaro as he checked the pressure on his own tires. Then, speaking over the drone of an air compressor, Lazaro expressed his appreciation for the dozens of students involved. “The kids really understand this kind of action. This is something everyone can do to make a difference,” he said. He added, “We’ve had a really good relationship with the environmental studies program at the school with the tree planting, the wet lands area and the solar project. And now this – it’s really great.”

Ross, clearly pleased with the turnout, said, “I am delighted with the young people involved in this project. It is good for all of us when students see their ideas and hard work come



VHS student leaders of the “enGauge It” project, Haley McGlaufflin and Kaitlin Bledsoe. Photo by David Sackrider

to fruition.” She went on to say that it is gratifying that the students are receiving their well-deserved recognition.

Having already established contact with schools in Vermont, Maryland, and California, McGlaulin and Bledsoe hope that the “enGauge It” program will be a nationwide phenomenon

http://www.thepurcellvillegazette.com/d/archive/2009/May_1_2009.pdf