

get  
**enGAUGEd!**  
Earth Day 2009



**Newton Marasco Foundation • Loudoun Valley High School • Town of Purcellville**



## 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 is initiating a new program called *enGAUGE It*.

Through *enGAUGE It*, the Newton Marasco Foundation will provide students with the tools to plan and hold a one-day event on Earth Day to give away free tire gauges, and provide information to drivers in their communities about the benefits of checking and properly inflating tires.

*enGAUGE It* puts students in the driver's seat as the leaders in planning and implementing the event. Students will:

- Research, collect and analyze data to create informational materials to educate drivers in their communities
- Conduct outreach in their communities
- Create informational and promotional materials
- Hold an *enGAUGE It* Earth Day event in their community

The pilot for *enGAUGE It* is being conducted in partnership with Loudoun Valley High School and the Town of Purcellville on April 22, 2009.

Next year, high schools across the country will be invited to join the challenge and stage an *enGAUGE It* event on Earth Day 2010. High schools can register on [engaugeit.org](http://engaugeit.org) to take the *enGAUGE It* challenge.

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

- You can improve your gas mileage by up to 3.3 percent by keeping your tires inflated to the proper pressure. For every one pound of pressure that your tires are below the recommended level, your fuel economy drops 0.3 percent. ([www.fueleconomy.gov](http://www.fueleconomy.gov))
- We waste 1.2 billion gallons of gas each year due to under-inflated tires, according to the U.S. Department of Energy ([www.fueleconomy.gov](http://www.fueleconomy.gov))
- Even under normal driving conditions, air-filled tires can lose between 1 and 2 pounds per square inch per month; check your tires at least once a month
- Accidents caused by low tire pressure kill as many as 79 people a year and injure more than 10,000, says the National Highway Traffic Safety Administration.
- More than a quarter of all cars and one-third of all vans, pickups and sport utility vehicles have at least one tire that is under-inflated by 25 percent or more, according to the National Highway Traffic Safety Administration.