



Do Not Adapt to Air Pollution – Clean Air Asia launches Hairy Nose Campaign

Hong Kong, December 5, 2012

Seven out of ten cities in Asia don't meet the most basic World Health Organization air quality target for particulate pollution (PM₁₀). 800,000 out of a total 1.3 million people dying prematurely each year from air pollution are from Asia and experts agree that this number will double in the coming years if no effective action is being taken to address urban air pollution in Asia.

Clean Air Asia, the leading regional organization on air quality in Asia has promoted better air quality in the region for the last 10 years and is now launching a grass roots campaign to break through the resignation among large groups of the population that air pollution is a fact of life that can't be changed. "People look at air pollution like the weather. You complain about it but you can not solve it", said Sophie Punte, the Executive Director of Clean Air Asia. "We see that people start wearing masks or buy air filters for their houses and cars, and move away from heavily polluted areas if they can afford it, in short they are adapting to air pollution rather than doing something about it. We see that there is increasing political will in Asia to address air pollution but without broad based popular support such political will can not succeed".

The campaign was developed by BBDO Guerrero / Proximity Philippines with creative teams from across the BBDO network, whose Chairman and Chief Creative Officer, David Guerrero, says: "We were excited to partner with Clean Air Asia on this issue because air pollution touches all of us every day in our daily lives. We decided to use humor to explain to people across the region that there is no need to feel jaded or powerless."

The Hairy Nose campaign will be launched at the three-day Better Air Quality (BAQ) 2012 conference, organized by Clean Air Asia, the Hong Kong SAR Environmental Protection Department and The Hong Kong Polytechnic University, which will kick off on December 5, 2012 in Hong Kong. The campaign which consists of an online video, a micro website where people can check pollution levels in their city and select their own nose hair styles will be rolled out after BAQ 2012 to a number of Asian countries where Clean Air Asia has regional offices and networks including China, India, Pakistan, Sri-Lanka and Vietnam

The Hairy Nose video can be seen at:

<http://www.youtube.com/watch?v=Qnpzw893gq8&feature=youtu.be>

The Hairy Nose Micro site can be found at:

<http://sumofy.me/demo/cleanair/>

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About BAQ (www.baq2012.org)

The biennial BAQ conference is the leading event on air quality in Asia. Organized for the 7th time BAQ 2012 brings together over 700 policy and decision makers as well as experts and NGO representatives in Hong Kong to learn, exchange information, and find ways to work together to bring back bluer skies to Asia. The conference covers transport, energy, industry, and climate change, with a particular emphasis on more effective government policies and measures.

BAQ 2012 is co-organized by Clean Air Asia, the Hong Kong Environmental Protection Department, and the Hong Kong Polytechnic University. It is organized in partnership with the Asian Development Bank and the World Bank and supported by a wide range of international organizations including the United Nations Environment Program. The conference takes place from December 5 to 7, 2012.

About Clean Air Asia (www.cleanairasia.org)

Clean Air Asia, formerly Clean Air Initiative for Asian Cities, is the leading regional air quality network in Asia. The organization's mission is "to promote better air quality and livable cities by translating

knowledge to policies and actions that reduce air pollution and greenhouse gas emissions from transport, energy and other sectors.” Clean Air Asia was established in 2002 and now has offices in Manila, Beijing, and Delhi. It is supported by 8 country networks, and over 230 partnership members.

About BBDO Guerrero / Proximity Philippines
(<http://www.bbdoguerrero.com>)

Established in Manila in 1998, BBDO Guerrero is one of the most internationally recognized creative agencies in the Asia Pacific. From serving only two clients, the agency list has grown to an enviable roster from both local and international clients. Ranked among the top 100 agencies in the 'Gunn Report' it handles the most established and respected brands in the country, like FedEx, Johnson and Johnson, P&G, Wrigley's, Pizza Hut, Bayan Wireless and Pepsi.