

# The Active Consumer

## Helping The Environment

(NAPSA)—The nation's breathing easier. Actions by consumers are one reason why. The air quality is healthier now than at any time during the past 30 years, according to the latest data from the U.S. Environmental Protection Agency.



In fact, since the country adopted tough air pollution laws in 1970, the country's overall air emissions have dropped by almost 50 percent.

Consumers are helping the environment in many ways. They are recycling, conserving water, and they are choosing appliances that use energy efficiently. This helps improve air quality. With the help of their electric utility, consumers are making their home more energy efficient too. Electric utilities offer consumers advice on home insulation and weatherization, according to Edison Electric Institute. Some electric utilities are also giving consumers incentives to buy or finance energy-efficient appliances.

More consumer actions, along with new air pollution regulations by the U.S. Environmental Protection Agency (EPA), and further efforts by electric utilities to reduce their own air emissions will lead to an even greater improvement in air quality. This is all good news for the environment. To learn more about the nation's improving air quality, visit <http://www.eei.org/air-quality>.