



Click the FresnoStateNews logo to return to the home page
 University Communications - 5241 N. Maple - Fresno, CA 93740-8027 - 559.278.2795

Featured: [Faculty Who Energize Fresno State](#)

[Save Mart Center](#) - [Search University Journal](#)

Maps: Heading to a campus event? -- Use our [online maps](#)

MEDIA ADVISORY

March 29, 2006

Contact: Shirley Melikian Armbruster

559.278.5292 or 593.1815

New study calculates price of air pollution: First economic analysis of region's air quality to be announced at news conference 10 a.m. today, March 29

What: Leading researchers will release results of the first comprehensive study that puts a price tag on the impacts of San Joaquin Valley air pollution. Written by a team of nationally recognized economists and one of the country's foremost air quality experts, the innovative report quantifies the cost of air pollution to the people and economy of the San Joaquin Valley.

This event is facilitated by California State University, Fullerton in collaboration with the Central Valley Health Policy Institute at California State University, Fresno. The Institute played a collaborative role in data collection as well as developing community meetings to present and explore the policy and program implications of the project finding.

Joining the researchers at the press conference will be business, community and health leaders from throughout the San Joaquin Valley. Fresno physician **Dr. Helen Jones** and impacted individuals will also be available for comment.

Who: Authors of the report include: Dr. Jane Hall, professor of economics and co-director of the Institute for Economic and Environmental Studies at California State University, Fullerton, Dr. Victor Brajer, professor of economics at California State University, Fullerton.

When: 10 a.m. Wednesday, March 29

Where: University Business Center at the Craig School of Business at Fresno State

Video: B-roll will be available.

Note: For reporters who are unable to attend the press conference, a teleconference will be held at 9 a.m. Pacific time on March 29. Teleconference number: 1-800-351-4891, pass code 11882.

Media Contacts:

Brandie Campbell, Central Valley Healthy Policy Institute, (559) 228-2150

Belinda Griswold of Resource Media at (415) 397-5000, Ext. 308

Matthew Lewis of Resource Media at (415) 397-5000, Ext. 313

Pamela McLaren of Cal State Fullerton's Public Affairs Office at (714) 278-4852 or pmclaren@fullerton.edu.