



**For Immediate Release**

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**Equals Three Communications, Inc. Awarded Contract**  
*Agency to Partner with the Metropolitan Council of Governments  
to Develop New Diesel Anti-Idling Campaign*

**Bethesda, MD, March 4, 2010,** — Equals Three Communications, Inc. has been awarded a contract to begin work with the Metropolitan Washington Council of Governments (COG). Since January, Equals Three has been actively working with COG, the District Department of Environment and the Maryland Department of Environment and staff from the Departments of Transportation of the District of Columbia to develop a new “Diesel Anti-Idling Campaign.”

According to the American Lung Association, an estimated 1.0 million people, 25 percent of the population in the metropolitan Washington area, are at risk of cardiovascular disease which is aggravated by fine particle pollution.

The new “Diesel Anti-Idling Campaign” aims to work together with stakeholders in the freight and package delivery carriers and tour and transit buses industries along with their constituencies on the regulations, environmental and fiscal benefits of reduced idling. The campaign will send a positive message to both industries while also providing incentives that will encourage drivers not to idle.

“Equals Three has been involved in transportation and environmental issues for 27 years and has been at the forefront of developing innovative campaigns around these issues,” said Eugene M. Faison, Jr., Chairman and CEO of Equals Three®. “We are excited to work with COG on this new campaign.

**About Metropolitan Washington Council of Governments**

The Metropolitan Washington Council of Governments (COG) is the regional organization of 21 of the Washington area’s major local governments and their governing officials, plus area members of the Maryland and Virginia legislatures and the U.S. Senate and House of Representatives. COG provides a focus for action on issues of regional concern such as comprehensive transportation planning, air and water quality management plans, environmental monitoring, tracking economic development and population growth and their implications on the region, coordinating public safety programs and promoting adequate child care and housing for the region. For more information please visit <http://www.mwcog.org/>

**About Equals Three Communications, Inc.**

Based in Bethesda, Maryland Equals Three is an award-winning agency with a 27-year history of developing successful social marketing communications campaigns for government agencies, national and international nonprofits, and private sector clients. As a full-service agency, Equals Three offers research and strategic planning, creative services, advertising, marketing and branding, public relations, grassroots mobilization, partnership building and multicultural outreach. For more information visit [www.equals3.com](http://www.equals3.com) or call 301.656.3100.

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