



Spring/Summer 2006

Newsletter

Volume 1, Issue 3

Save \$300 a year just by properly inflating your car tires!

Please check tire pressure monthly—it only takes 5 minutes, and a gauge costs as little as \$.99!

Savannah

Our Hero!

Question: What do M&M's and properly inflated tires have in common?

Answer: Phil Sumner! After seeing the NBC Nightly News segment "Making a Difference" featuring Savannah and Pump 'em Up, Mr. Sumner got busy at the Masterfoods USA plant where he works in Albany, Georgia. We'll let him tell you what he did.

Hi Savannah,

My name is Phillip Sumner. I work for Masterfoods USA in Albany, Georgia. You probably know us better as M&M/ Mars, the candy company that makes Snickers, M&M's, Combos, Three Musketeers and other great snacks. I saw you on one of the national news channels. I think you have a great idea and I want to participate. So, I found your website and began to implement your program. Here is what I have done so far:

I presented your program to the executive staff of Masterfoods. With the financial backing of this group, I have installed an air hose reel with built in pressure gauge in our main parking lot. I now have a dedicated parking space painted to represent environmental awareness.

My team of volunteers has purchased 350 tire gauges to be given away on April 21, 2006 to celebrate Earth Day, April 22nd. We will be checking tires and educating all associates at our facility as to the environmental impact associated with under-pressurized tires.

With your permission, I would like to have made a 4 ft x 4 ft banner with the "PUMP EM UP" logo and the tire/ fuel hose emblem from your web page. This banner will proudly hang over our parking space.

Thank You for saving my planet.....I am proud of you.



And we are proud of you! We would also like to extend a hearty "Thank You" to Masterfoods USA for supporting Phil's efforts. And to all our members we'd like to say — "Eat more M&M's and Snickers!"

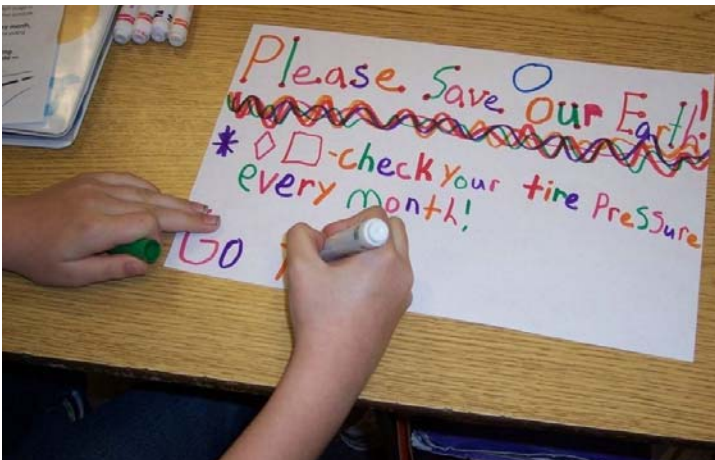
Hopefully, more of you will go to your schools, workplaces, churches etc. and designate a Pump 'em Up parking spot complete with an air compressor. Let us know if we can help. As you can see, it just takes one person to make a big difference!

Phil Sumner (center) with his colleagues at Masterfoods USA in Albany, GA

A Dozen States Host Pump 'em Up Events on Earth Day 2006

Earth Day 2001 marked the very first Pump 'em Up event and was held in Hastings on Hudson, NY when second grader Savannah Walters learned Americans waste four million gallons of gas daily by driving on under-inflated tires. With a generous donation of 1,000 tire gauges from Sears, Savannah sent extras to family and friends in five other states beginning a grassroots organization driven by kids. Now five years later, participation has more than doubled, and this past Earth Day there were Pump 'em Up events in more than a dozen states. Thanks so much to all of you who participated.

We believe that every day is Earth Day, so please feel free to plan a Pump 'em Up event in your town at any time. It's real easy... 1. Decide where and when; 2. Get permission; 3. Go to www.pumpemup.org and download the Pump 'em Up flyers and print them on both sides of one sheet of paper; 4. Get tire gauges donated from local stores in your area or contact us and see if we have some to send you; 4. Help the grownups in your town understand that there is a simple thing that if we all do will make a HUGE difference—pump 'em up!



Kellie Hamblin's 4th graders make posters at Pomona Elementary School in Pomona, Kansas



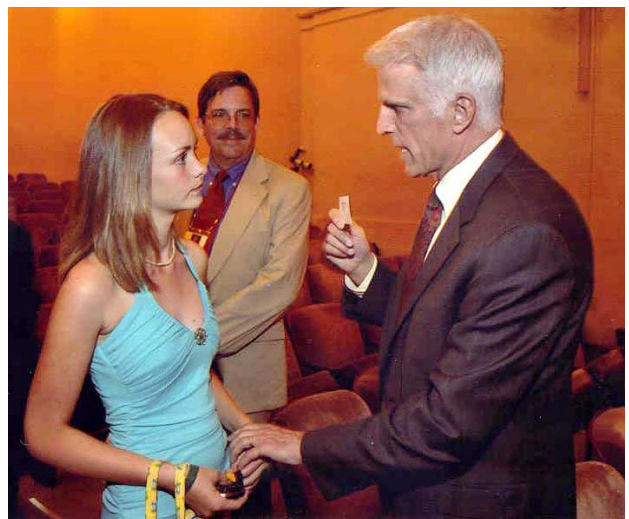
Luwanna Thompson learns to check tire pressure at Greenbelt Nature Center in Staten Island, NY

Prudential Spirit of Community Awards names Savannah Walters one of Nation's Top Ten Honorees for 2006!

Out of an initial 20,000 applicants, Prudential Financial and the National Association of Secondary School Principals named Savannah Walters as one of the top ten National Honorees for her community service.

During her all-expense paid trip to Washington, DC, Savannah met Sen. Mel Martinez of Florida and talked to him about Pump 'em Up. He was very supportive of her efforts and told her that he believed conservation was an important part of our nation's energy plan.

One of the guest speakers at the Awards Banquet was Ted Danson. He was interested in Pump 'em Up and the work Savannah is doing. When she spoke to him about the need to prevent oil drilling off the coast of Florida, he put her in touch with Oceana, an organization he works closely with to save the world's oceans. Check out www.oceana.org to learn more.



Fellow environmental activist, Ted Danson talks with Savannah about saving our oceans!