



CITY OF EASTHAMPTON • MASSACHUSETTS
OFFICE OF THE MAYOR
Nicole LaChapelle

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Immediate Release

Contact: Zoe Ingram
zingram@easthamptonma.gov

MAYOR LACHAPELLE AND EASTHAMPTON POLICE OFFICERS TAKE PART IN LOCAL ANTI-IDLING CAMPAIGN

EASTHAMPTON, MA – On Monday, May 24, 2021, Mayor Nicole LaChapelle was joined by Easthampton Police Captain Kelly, Lieutenant Scribner, and officers Rick Rogalski and Mitch Cichy in taking part in an anti-idling campaign.

The anti-idling campaign started at White Brook Schools. Initially, the goal of the campaign was to reduce the amount of idling during pick-up and drop-off times at the schools. Now, the campaign has expanded to include all of Easthampton. The message behind this campaign is simple: “Turn the Key, Be Idle Free”.

To raise awareness, middle school students from White Brook created 5 posters to post outside of City Hall at 50 Payson Avenue as well as outside of the Public Safety Complex at 32 Payson Avenue. The posters focus on the negative effects of idling including on our health, environment, and cars.

Video footage will be uploaded to the Easthampton Media Youtube channel at <https://www.youtube.com/watch?v=INoZZ44uKqY>.