



# PRESS RELEASE

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## AHRI Launches Air Quality Campaign for Schools

Arlington, Va. – The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) today launched an informational campaign aimed at helping school systems nationwide improve indoor air quality as a way to make schools safer for learning and teaching.

The campaign, which builds on an AHRI White Paper, *Anatomy of a Healthy School*, is designed to help building engineers maintain and design school buildings for occupancy in the wake of the COVID-19 pandemic. AHRI, its 320 member manufacturers, and a host of allied associations will promote the indoor air quality message through social media, paid media in targeted digital publications, and video messaging designed to attract the maximum attention to a timely and very serious issue.

This digital campaign will focus on trade associations and education media sites that target education professionals, teachers, school administrators, as well as federal, state, and local education policymakers.

“America’s HVACR and water heating manufacturers, who make the most energy efficient products available in the world today, are constantly innovating to advance the health, safety, comfort, and productivity of the American people,” said AHRI President & CEO Stephen Yurek. “This campaign demonstrates our industry’s continued commitment to our customers, who are also our family, friends, and neighbors. We hope that this crucial information is disseminated widely for the benefit of all,” he added.

Information about the campaign, including key background material and digital collateral, is available at [www.ahrinet.org/IAQ](http://www.ahrinet.org/IAQ).

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### About AHRI

The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) is the trade association representing manufacturers of air conditioning, heating, and commercial refrigeration, and water heating equipment. An internationally recognized advocate for the industry, AHRI develops standards for and certifies the performance of many of these products. AHRI's 300+ member companies manufacture quality, efficient, and innovative residential and commercial air conditioning, space heating, water heating, and commercial refrigeration equipment and components for sale in North America and around the world.