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RADON
TEST YOUR HOME

"Rooftops" LIVE RADIO KIT



RADON
TEST YOUR HOME
CALL 1 800 SOS RADON

Dear Station Manager,

During this winter season as people spend more time indoors, I am asking for your station's help in educating Americans about the health risks posed by high levels of radon gas in homes.

Radon is the second leading cause of lung cancer, causing thousand of deaths each year. Yet, many Americans do not know that their home could have high levels of this invisible radioactive gas.

Radon comes from the natural breakdown of uranium in the earth's geology. As a gas, radon can seep into homes and buildings from the soil or well water. If it becomes trapped indoors, radon can build up to high levels and pose a health hazard when inhaled over time. The good news is that there are straight-forward ways to test homes for radon and reduce high levels.

The Environmental Protection Agency (EPA) has developed the enclosed :10 and :15 Live Announcer Copy "Rooftops" to help Americans test their homes for radon. I hope that your station will use these PSAs during January, which is "Radon Action Month" and throughout the year.

I want to thank you for your station's continued support of this vital education campaign. If you have any questions about radon or our PSA, please call Kristy Miller at 202-343-9441 or visit EPA's Web site at www.epa.gov/radon.

Sincerely,

Jeffrey R. Holmstead
Assistant Administrator

