

Unique opportunities to reach a highly diverse and esteemed audience

Clean Air Awards

The Clean Air Awards unite the leaders and decision-makers of the Sacramento region to forge relationships, inspire new ideas, and keep successful clean air efforts on track. The awards are attended by over 300 elected officials; senior business executives; and mid-career to young professionals. The Clean Air Champions are the people, businesses and organizations who recognize the importance of making sustainability a priority in their everyday work. A Blue Ribbon Panel of experts formally evaluates a series of nominees' clean air projects. Winners are selected in the areas of Leadership, Sustainably, and Innovative Strategies and recognized at our annual Clean Air Awards luncheon. In the event's 40-year history, over 100 awardees have been recognized as clean air champions, including such prestigious organizations as Sacramento River Cats Baseball Club, Raley's Family of Fine Stores, Fulcrum Properties, and the Selland Family of Restaurants.



Breathe Bike Trek

The annual Breathe Bike Trek is a multi-day, cycling and camping event held in various Northern California locations. With a 30-year history, it is Breathe California of Sacramento Emigrant Trails' most popular and well-loved fundraiser. It is attended by over 300 cyclists ("trekkers") and 100 volunteers comprised of Sacramento region corporate executives, outdoor enthusiasts, and philanthropists. This bike trek is fully supported with fun themed rest stops and different route options daily—to accommodate various skill levels. Cyclists can enjoy a leisurely 20-mile or less option or take the metric century challenge. In the months leading up to the Trek, Breathe California hosts a series of free training rides throughout the region. Breathe California trekkers make lasting memories and friendships, all while raising money for a great cause. 100% of the proceeds support Breathe California's local clean air and healthy lung programs.

Breathe Youth Media Awards

The Breathe Youth Media Awards is a multi-media event attended by over 340 young people, their parents and teachers, as well as physicians and researchers. It fosters young public health advocates and gives them a platform to voice their concerns about tobacco in a peer-to-peer learning environment. The event features a popular contest for anti-tobacco PSA's created by local teens with participation from six area school districts, as well as a dance collaboration among four high schools. In addition, Breathe California's Thumbs Up! Thumbs Down! high school movie reviewers call out actors, actresses and movie studios based on their portrayals of tobacco onscreen. The event has been recognized by CVS Health, Western Health Advantage, the Sierra Health Foundation, and the Office of California State Senator Richard Pan, and is supported by several local physicians.

