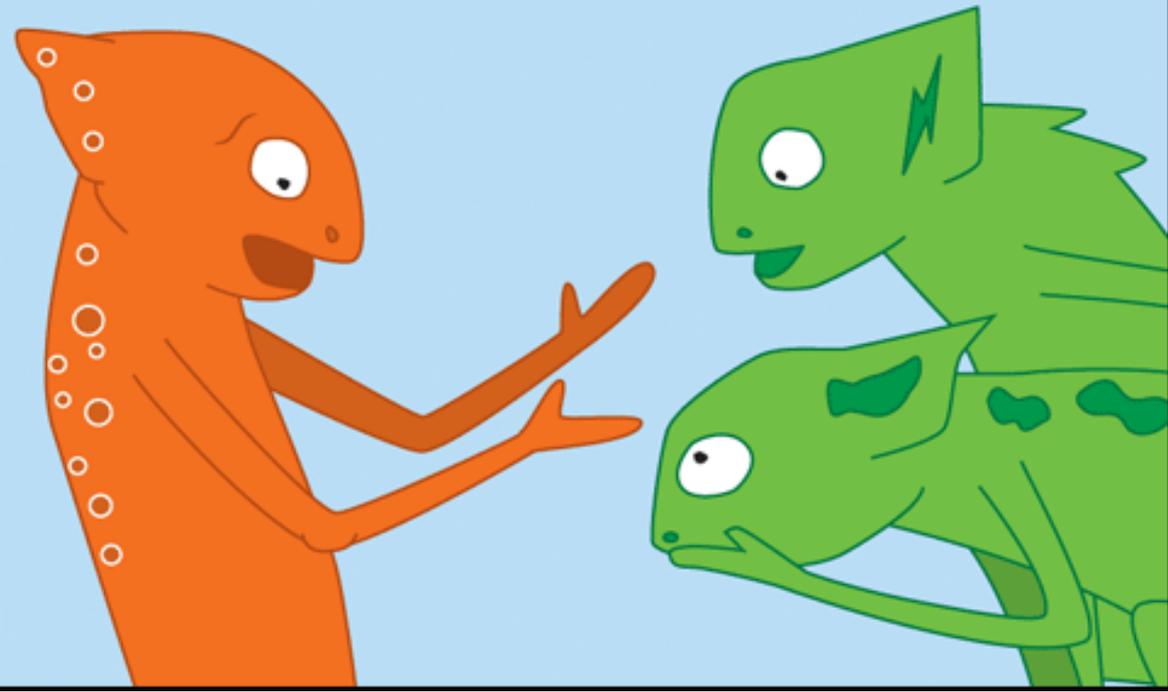


Why Is Coco Orange?

Coco and his friends solve this mystery as they learn about air quality.



Why is *Coco Orange*?



Children are one of the populations most affected by poor air quality, and know the least about it.

Why is Coco Orange? is a children's book about outdoor air quality.

Coco the chameleon can't change colors, and his asthma is acting up.

As Coco and his friends solve this mystery, children learn:

- ✓ about the AQI colors,
- ✓ what the different colors mean,
- ✓ how to recognize health symptoms and
- ✓ what actions to take when the air quality is unhealthy.

Marketing and Availability

- Distribution and marketing will be concentrated in high-population areas with high ozone levels.
- Efforts will aim to reach doctors, parents, school nurses, librarians - as well as the EPA and public health officials who work with them.
- Available on the AIRNow website at www.airnow.gov/picturebook
- Featured on the AQI Facebook and Twitter pages
- Hard copies can be ordered through NSCEP at www.epa.gov/nscep/

Acknowledgement

“Why is Coco Orange?” was written and illustrated by the Children’s Book Team in EPA’s Office of Air Quality Planning and Standards.

For information, contact:

- Lori Tussey (tussey.lori@epa.gov)
- Donna Rogers (rogers.donna@epa.gov)
- Melissa Payne (payne.melissa@epa.gov)
- Ellen Wildermann (wildermann.ellen@epa.gov)