



Wellness Within Your Walls®

Aprilaire Is Exclusive 2020 Presenting Sponsor for Wellness Within Your Walls
Healthy Home Organizations Partner to Launch “Breathe Healthy” Awareness Campaign

ATLANTA – Wellness Within Your Walls® (WWYW) is proud to announce Aprilaire, a leader in indoor air quality solutions since 1954, will be its exclusive Presenting Sponsor for 2020. Wellness Within Your Walls is an award-winning education and certification organization which supports reducing and eliminating toxins in living environments to improve overall health and wellness. The organization’s one-of-a-kind education and certification process enables consumers and professionals to increase awareness about toxins in building materials and furnishings and guide them toward making homes healthier. WWYW will partner with Aprilaire to launch a national “Breathe Healthy” awareness campaign in 2020 to educate consumers, homeowners and the build/design community about the latest products and services that help improve air quality in homes.

“We believe everyone deserves to breathe healthy air, and we believe in the power of education,” said Dale Philippi, president of Aprilaire. “Our mission is to enhance everyone’s health by improving the air in their homes. We are proud to partner with WWYW – an organization building awareness with consumers and professionals about the importance of healthy air.”

For more than six decades, Aprilaire has been a leader in delivering whole-home indoor air quality solutions to help people live healthier in their own living spaces. Aprilaire creates, designs, builds and delivers better products and affordable solutions to help homeowners seamlessly manage air purity, humidity, temperature, and fresh air supply in all types of homes in all types of locations and environments. Popular products include whole-home humidifiers, dehumidifiers, air purifiers, fresh air ventilation, zone controls, thermostats, and a new Filter Grille Air Cleaner coming out in 2020. The Aprilaire website is an online resource guide with articles and tips about healthy humidity, healthy home blueprints, and indoor air quality for children, healthy basements and crawlspaces, and the eight benefits of healthy air.

“We are excited by our new partnership with Aprilaire. They offer products that solve multiple issues relating to affordable ventilation and humidity control for homes and we’re proud to work with Aprilaire to further elevate the dialog about health and wellness in living environments,” said Jillian Pritchard Cooke, founder of WWYW.

In addition to the “Breathe Healthy” campaign with WWYW, Aprilaire is the FY20 National Healthy Air Sponsor for the American Lung Association Fight For Air Climb events which support raising awareness of the importance of indoor air quality. The two initiatives will dovetail to further educate consumers and professionals alike about why healthy air – especially in the home, is vital for good health. Good air quality improves overall wellness, helps prevent

irritating allergens and pests, and helps shield homes from costly damages. Notable talking points from the campaign include:

- Air inside homes can be five times more polluted than outside air, largely because homes are being built tighter than ever, making it hard for your home to inhale and exhale.
- The average person lives to be 79 years old and of those 79 years, 70 of them are spent indoors. Of those 70 indoor years, 50 are spent in a person's own home, making a strong case for creating healthy air inside homes.
- Just one cubic foot of air can have more than 30 million air pollutants, like dust, mold spores, allergens, toxins, etc., irritants which can trigger asthma and allergy symptoms.

WWYW certifies people, places, products and programs globally through education and health and wellness protocols. WWYW's 10-step holistic approach, known as the Healthy Living System™, results in a legacy of health, harmony and sustainability in living environments. The certification process includes applications, testing, interviews and more to enable the organization to be a proud bridge connecting consumers with trusted and vetted manufacturers, architects, builders, and designers for healthier homes.

About Aprilaire

Aprilaire is on a mission to enhance people's health by improving the air in their homes. For over six decades, Aprilaire has been creating, designing, building, and delivering better products and affordable solutions to seamlessly manage air purity, humidity, temperature, and fresh air supply for all types of homes in all locations and environments. The company has built an unparalleled reputation as the brand of choice among tens of thousands of professional contractors and the millions of homeowners who use their products every day. It's time to care about healthy air. For more information about creating a healthy air home, visit:

www.Aprilaire.com.

About Wellness Within Your Walls

Wellness Within Your Walls® is an award-winning informational resource group created to provide education and guidance on chemicals commonly found in living and working spaces. With a goal to empower and guide consumers and professionals toward healthier living environments, WWYW certifies people, places, products and programs globally through education and health and wellness protocols. WWYW's 10-step holistic approach, known as the Healthy Living System™, results in a legacy of health, harmony and sustainability in living environments. WWYW was founded by Jillian Pritchard Cooke, a 30-year industry veteran with experience as president of interior design firm DES-SYN and owner of the eco-living lifestyle boutique BEE. While designing Atlanta's EcoManor in 2006, the first Gold LEED-certified single-family residence in the U.S., a cancer diagnosis became the catalyst for turning Jillian's expertise into a passionate commitment to create healthier living environments by reducing toxins. Wellness Within Your Walls was born. The organization provides frequent and sought-after speakers at trade shows, educational opportunities, workshops, seminars and other industry events. For more information, visit: www.wellnesswithinyourwalls.com.

###

Media Contact:
Amanda Leesburg
Leesburg PR
404-218-6578
amanda@leesburgpr.com