



## NEWS RELEASE

May 14, 2024

### Industrial Heartland Area Air Monitoring Organization Unveils New Name

Fort Air Partnership has a new name. Effective May 14, the organization responsible for monitoring the air quality in the Industrial Heartland and surrounding area, is called Heartland Air Monitoring Partnership.

The new name was chosen to better represent the range of [communities and counties served by the Airshed](#). These include but are not limited to: Bon Accord, Bruderheim, Elk Island National Park, Fort Saskatchewan, Gibbons, Josephburg, Lamont, Newbrook, Redwater, Thorhild and Waskatenau.

The new Heartland Air Monitoring Partnership (HAMP) name is also intended to make the Airshed's key air monitoring role clearer to residents.

"Our primary role is to monitor and report on air quality where people live, making this information available to all residents and stakeholders within our borders in an open and transparent way," said Nadine Blaney, HAMP's Executive Director. "We're here for anyone who wants to know what the air quality is like. Over time we hope our new name and brand will help communicate these values as clearly as possible."

Heartland Air Monitoring Partnership will appear first on digital channels, and more gradually on physical station signage over the longer term.

#### **About Heartland Air Monitoring Partnership:**

Heartland Air Monitoring Partnership monitors the air quality in a [4,500 square kilometre region](#) northeast of Edmonton that includes Alberta's Industrial Heartland. Continuous data is collected 24 hours a day, seven days a week and generated through a live data feed accessible to anyone who visits [www.heartlandairmonitoring.org](http://www.heartlandairmonitoring.org). HAMP air quality monitoring and reporting is guided by a scientific advisory group and driven by national and provincial standards.

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