



Sara Alsén, Chief Purpose Officer, Blueair and Ken Hasebe, Mayor of Shibuya

Dec 19, 2019 08:28 UTC

Blueair donates 100 air purifiers to Tokyo schools to mark CLEAN AIR FOR CHILDREN launch in Japan

Tokyo 19 December 2019: Today Blueair, a leading producer of air purifiers for home and professional use, launched its CLEAN AIR FOR CHILDREN programme in Japan with the donation of 100 air purifiers to nursery schools in Tokyo.

Swedish Blueair is donating 100 units of its award-winning Classic air purifiers recommended for people with asthma and allergies to the Shibuya government. The air purifiers will be placed in 20 nursery schools in Shibuya

improving access to clean air for thousands of children aged 0-5 years. Shibuya is one of the busiest areas of Tokyo and as a result, one of the most polluted.

“We are grateful to Blueair for this generous donation” said Ken Hasebe, Mayor of Shibuya, at the launch event at the Shibuya City Hall in Tokyo. “This is a good time for us to start thinking about indoor air quality for the children of Shibuya” he continued.

“Blueair is proud and honoured to launch our CLEAN AIR FOR CHILDREN programme in Japan” said Sara Alsén, Chief Purpose Officer, Blueair. “Children are those most vulnerable to indoor air pollution as their bodies are still growing and because they often spend up to 8 hours a day in classrooms with poor air quality. By working closely with academia, government and civil society, we can drive change to ensure that every child has the right to clean air”.

Nine out of 10 children in the world breathe unsafe air according to UNICEF making air pollution one of the biggest dangers to the health and wellbeing of the next generation. Children are extra sensitive to air pollution as they are more physically active and therefore inhale more air in relation to their body weight. Particularly young children are at risk as their lungs, brains and immune systems are still developing.

Blueair's CLEAN AIR FOR CHILDREN programme was first launched in South Korea in 2016 with the donation of 50 air purifiers in Seoul. Today, by working together with academia, business, government and civil society in China, India, Korea, the UAE, the UK and the US, Blueair has improved access to clean air for over 250,000 children around the world.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057