

## **PureChoice and New Horizon Academy Partner to Promote Healthy Indoor Air Quality**

*New Horizon Academy installs PureTrac® , a building performance technology designed to measure and report the quality of indoor environments*

**MINNEAPOLIS, Minn. – November 16, 2009-** PureChoice, Inc., a Burnsville-based software company has partnered with local New Horizon Academy child care centers to install its building performance technology, PureTrac®. The software, designed to observe the temperature and humidity levels in addition to supervising gases such as carbon monoxide, carbon dioxide and other pollutants in a building, provides the data necessary to ensure the safety and health of its occupants.

New Horizon Academy has installed the PureTrac technology in 54 of its locations, allowing for real time measurement and verification of the indoor environment of its facilities.

“Data suggests poor indoor air quality can reduce a child’s ability to perform specific mental tasks requiring concentration, calculation or memory,” said Bryan Reichel, president of PureChoice.

“Additionally, indoor air quality problems can result in the spread of germs, increased illness and various other health-related concerns. PureTrac is designed to examine the various components of your building’s environment, notifying you before conditions become favorable for dangerous issues to occur.”

As a leader in early care and education, New Horizon Academy is dedicated to providing children, from infants through school-age, the education and environment needed to thrive and develop to their fullest potential.

“PureTrac has allowed us to fully integrate our mission by providing technology that further guarantees our families a completely safe learning environment, starting with the air that we breathe,” said Chad Dunkley, chief operating officer at New Horizon Academy. “Rather than wait for a problem, we are able to identify if there is an issue immediately, stopping it before anything harmful ever comes into place.”

Additionally, as an Energy Star partner, PureChoice enables New Horizon Academy and users of the PureTrac system to save money by reducing energy costs up to 25% and protect the environment while achieving a high performing, productive indoor environment.

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#### About PureChoice, Inc.

Since 1992, PureChoice has delivered solutions that empower customers to achieve high performing, energy efficient buildings with comfortable and productive environments.

Running your building efficiently makes good business sense and PureChoice provides you with the right tools to accomplish your objective. Whether the building you manage is a commercial building, school, hospital, or retail facility PureChoice helps you to save energy, reduce costs and improve your overall indoor air quality. For more information, please visit [www.purechoice.com](http://www.purechoice.com).

#### About New Horizon Academy

New Horizon Academy is a Minnesota-based provider of quality early education and child care programs, serving families with children from six weeks to twelve years of age. For more than 37 years, New Horizon Academy has fulfilled its mission to provide a safe and nurturing environment that fosters self-esteem and healthy early childhood development. New Horizon Academy provides early learning and child care programs for more than 6,000 children in Minnesota each day, as well as providing other early education services to communities throughout the nation. To learn more about New Horizon Academy visit [www.NewHorizonAcademy.net](http://www.NewHorizonAcademy.net).

