

Upstream Research™ partners with PDX's Neighbors for Clean Air to empower the public

Portland, Oregon – December 15, 2016 – Neighbors for Clean Air and Upstream Reports™ partner to bring greater awareness to environmental health risk.

Data about the environmental risk around us should be easily accessible so that we can make more informed decisions about where we live, work and send our kids to school. Upstream Research seeks to do just that by making terabytes of toxicity and disease data available in an easy-to-use web-accessible detailed “Upstream Report” that can be generated in seconds for any address in America.

Upstream is now partnering with Portland-based Neighbors for Clean Air (NCA) to empower the public to access (and create) their own data and see what’s in the air around them, as well as rates for chronic diseases often associated with environmental exposure. The NCA’s mission to “educate, motivate and activate citizens” aligns perfectly with Upstream Research’s goals with environmental Reports.

“We feel that every American has a right to know what is in the water they drink, the air they breathe and the soil around them. Our hope is to give a free Upstream Report to every American that desires one. If someone wants additional Reports they can purchase them for \$5 apiece with 50% of that revenue going to support local and national programs like NCA to serve to protect community health,” said Nick Bedbury, Upstream Research CEO. NCA will receive 50% of all revenue it generates for Upstream Reports through its own outreach efforts.

Mary Peveto, NCA Co-Founder and President said of the partnership: "Upstream Research is harnessing big data to deliver powerful insights to individuals. In a world that still requires individuals to protect their families from toxic exposures, environmental health advocates - and all of us - have never been better armed with the information we need to make decisions."

Upstream will also work with NCA to integrate its own data collection on air toxicity levels in Oregon and reflect that data within Upstream Reports for the area. Both Upstream and NCA see a future where many more community level sensors are deployed, enabling a new and much needed level of environmental protection – at the neighborhood level.

“We think it’s fitting that the next great environmental movement will begin in Portland,” said Bedbury, an Oregon native. “Former Governor Tom McCall was an advocate for environmental protection in the ‘50s and ‘60s, first as a journalist in Portland, and then as State Governor.” Oregon led the nation by enacting legislating returnable bottles and cans, urban growth planning and protection of Oregon’s waterways and beaches, programs that became inspiration for what became the EPA.

Peveto added: “I’m thrilled to see this kind of creativity and expertise applied to environmental health. Knowledge, after all, is power.”

- To learn more about **Upstream Research™** visit www.upstreamreports.com
- To learn more about **Neighbors for Clean Air** visit <http://www.whatsinourair.org/>

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