



FOR IMMEDIATE RELEASE
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Commuter Challenge starts Oct. 1

Log smart commutes or post a selfie

October is National Rideshare Month, so Central Indiana's ridesharing service is celebrating with a contest and prize drawings for anyone who uses transportation options other than driving alone to get to work.

"Anytime you log your smart commutes – riding the bus, carpooling, biking, vanpooling or walking to work – in October, you'll be entered for a chance to win a \$500 Amazon gift card, iPad mini, 31-day IndyGo pass, a gas gift card or a bike shop gift card," said Lori Kaplan, Commuter Connect manager.

Commuter Connect's mission is to reduce air pollution and traffic congestion in Central Indiana by helping people avoid driving alone to get to work.

"Some of the reasons people like to log their commutes are to see how many miles they bike, see how much money they save by carpooling, and see how many pounds of greenhouse gases and carbon monoxide they reduce by riding the bus," said Kaplan.

Participants have two ways to win.

1. From Oct. 1 to Oct. 31, commuters can log their smart commutes – trips to and from work via carpool, the bus, bike, vanpool or walk. Each trip logged into the Commuter Connect site earns one entry. Drawings will take place weekly, and four winners will be awarded prizes, which include IndyGo 31-day passes, Indy Express Bus monthly passes, and gift cards to bike shops. At the end of the month, a grand prize winner chosen from all entries will receive a \$500 Amazon gift card or an iPad mini. To participate in the Challenge, commuters simply log on to www.commuterconnect.us/challenge, and create a free account or log in to an existing account.
2. New this year is a "selfie contest." Smart commuters who post selfies while commuting with an #IndyCommute hashtag on Facebook or Twitter become eligible for weekly drawings for Starbucks gift cards.

To find carpool and vanpool partners or a biking buddy, commuters can click "Sign Up" on the home page of the website. Signing up does not commit someone to carpool, vanpool or bike to work; it simply makes it possible for Commuter Connect to provide potential matches to help commuters get started with one of these options, if they choose to do so.

There is no charge for employers or employees to use Commuter Connect's services. To learn more, visit CommuterConnect.us.

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