



FOR IMMEDIATE RELEASE
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Challenge offers prizes for commuters who use alternative transportation

Bike to Work Day is May 20

Who can't use a \$500 gift card? Central Indiana residents who get to work any way than driving alone in a car at least once in the month of May can enter to win the Commuter Challenge.

Throughout May, commuters are encouraged to log their trips to and from work via carpool, the bus, vanpool, biking or walking. Each trip logged into the Commuter Connect site will earn one entry. The more commutes you log, the greater the odds are you'll win.

By logging their commutes, not only will they be entered into the contest, they will also see how much money they are saving by using another mode and how much air pollution they're helping to reduce.

"Ridesharing is still new to some in Central Indiana," said Andrew McGee, Commuter Connect manager, "And this is a fun way to instill a little competition and encourage people to try it."

A drawing will take place weekly, and four winners will be awarded prizes, which include IndyGo 31-day passes, gas cards and bike shop gift cards. At the end of the month, another drawing will take place for multiple prizes, including a \$500 gift card.

"If we can get people to try an alternative to driving alone, they'll see that it can save money, reduce stress, recapture some time and even burn calories," said McGee.

Cassie Stockamp, executive director of the Athenaeum, rode her bike to work for the first time on Bike to Work Day several years ago. All it took was one time, and she's now a regular bike commuter. This year, Bike to Work Day is May 20, with events throughout Central Indiana.

To participate in the Challenge, simply log on to www.CommuterConnect.us, and create a free account or log in to an existing account.

For those looking for carpool and vanpool partners or a biking buddy, click "Sign Up" on the home page of the website. Commuter Connect will help them find other people to carpool, vanpool or bike to work with. By signing up, there is no commitment to carpool, vanpool or bike to work; Commuter Connect only provides potential matches to help commuters get started with one of these options, if they choose to do so.

Commuter Connect is the rideshare program of Central Indiana Regional Transportation Authority (CIRTA). Commuter Connect's mission is to help reduce air pollution and traffic congestion in Central Indiana.

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

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