



Challenge offers prizes for commuters who use alternative transportation

INDIANAPOLIS (April 15, 2013) – Who can't use a \$500 gift card? Anyone who uses an alternative form of transportation – any way other than driving alone in a car – to get to work at least once in the month of May can enter to win the Commuter Challenge.

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

From May 1 to May 31, commuters are encouraged to log their trips to and from work via carpool, the bus, bike or vanpool. Each trip logged into the Commuter Connect site will earn 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, gas cards and bike shop gift cards. At the end of the month, a grand prize winner will be chosen from all entries and receive a \$500 gift card. In addition, on May 17, anyone who bikes to work for Bike to Work Day also will be eligible for additional prizes from INDYCOG, including a limited edition Fat Tire Cruiser from New Belgian Brewery.

“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.

To participate in the Challenge, simply log on to www.commuterconnect.us/challenge, 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 service 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.

Commuter Connect by the Numbers (as of March 31, 2013)

439 Central Indiana companies that participate in Commuter Connect by providing incentives and/or resources to help employees with alternative transportation
5,195 Residents are registered in the Commuter Connect database

- 2,964 Residents are registered and waiting to find others to share rides with to and from work
- 3,165 Central Indiana people who have registered participate in a vanpool or carpool, ride bikes, walk or take a bus to work
- 24 Vanpools take 280 commuters to and from work

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