



FOR IMMEDIATE RELEASE
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Commuter Challenge coming for October, National Rideshare Month *Register your commute and enter to win an iPad or \$500 gift card*

October is National Rideshare Month, so the region's ridesharing service is celebrating with a Commuter Challenge and prize drawings for anyone who uses an alternative form of transportation to get to work.

Grand prizes are an iPad or \$500 gift card.

"If you commute to work any way other than driving alone in a car during October, you can enter to win," said Andrew McGee, Commuter Connect manager. "We find that once people give it a try, they are often pleasantly surprised at how easy it is to share a ride."

From Oct. 1 to 31, commuters are encouraged to log their trips to and from work via carpool, the bus, bike, vanpool or walk. 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, and gift cards to bike shops, Meijer, Starbucks and Mike's Car Wash. At the end of the month, two grand prize winners will be chosen from all entries and receive either a \$500 gift card or an iPad.

"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.

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