

For Immediate Release

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REGISTRATION IS NOW OPEN for the sixth annual Way to Go! Commuter Challenge, which will take place May 4-8, 2009. This event encourages the use of cheaper, healthier, and more earth-friendly transportation alternatives to driving alone. Everyone who commits to walk, bike, telecommute, carpool, take the bus or use any alternative to driving solo will receive free giveaways and be entered in a drawing to win great prizes—iPods, Neuton® battery-powered mowers, Burton snowboards, overnight stays, restaurant gift certificates, yoga passes, golf and ski passes and more. Online registration is fast and easy at www.waytogo.org.

Last year nearly 3,000 Way to Go! participants saved an estimated 237,000 commuting miles, 206,000 pounds of carbon dioxide, and \$49,000 in transportation expenses. Organizers have set this year's goal to save at least 500,000 pounds of CO₂, so be sure to register today at www.waytogo.org.

“This event is a great opportunity for folks to accept a new way to get to work, school or anywhere else they might usually drive,” said Debra Sachs of Community Climate Action, 10% Challenge, one of the event's organizers. “Way to Go! is designed to be easy and fun and encourage everyone to explore other ways than driving alone every day. Interest in commuting alternatively is sky-high and the Commuter Challenge proves that other ways to commute are indeed the ‘Way to Go’.”

As in past years, businesses can compete in the “2009 Workplace Commuter Challenge” and go head-to-head with other businesses to see who can encourage the highest percentage of employees to walk, bike, telecommute, carpool or take the bus from May 4-8. The winning employers will receive awards at a ceremony on June 5. Similarly, schools can compete with each other through the Way to Go! School Challenge.

New this year is a challenge to Vermont communities. Who will be Vermont's “greenest commuting city or town?” The winner will be decided based on the highest participation rate of residents.

Way to Go! Commuter Challenge is made possible through the generous support of area businesses and a partnership between the Chittenden County Metropolitan Planning Organization, Vermont Agency of Transportation, Go Vermont, Chittenden County Transportation Authority, Lake Champlain Committee, Local Motion, Campus Area Transportation Management Association, and Community Climate Action, 10% Challenge. More information on the Way to Go! Commuter Challenge is available at www.waytogo.org.

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