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**Way to Go! Promotes Transportation Alternatives  
Commuters and Students Who Sign up could Win Great Prizes**

REGISTRATION IS NOW OPEN for the seventh annual Way to Go! Commuter Challenge, which will take place May 17-21, 2010. This event encourages the use of healthier, more earth-friendly transportation, and less expensive 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, a Neuton® battery-powered mower, Burton snowboards, overnight stays, restaurant gift certificates, yoga passes, spa treatments, bike tune-ups, golf and ski passes and more. Earl's Cyclery and Fitness is the corporate sponsor for the Community Challenge, providing the top performing community with new bike racks. Online registration is fast and easy at [www.waytogovt.org](http://www.waytogovt.org).

Last year, in just one week, 3,552 Way to Go! participants saved an estimated 236,813 commuting miles, 206,000 pounds of carbon dioxide, and \$33,000 in transportation expenses. The Vermont Energy Investment Corp, this year's Way To Go! host, has set an ambitious goal to try and save at least 500,000 pounds of transportation pollutants, so be sure to register today at [www.waytogovt.org](http://www.waytogovt.org). Everyone who joins will help Vermont achieve that goal.

“Participation in this event has grown significantly, however we need your help to achieve the goal of 500,000 pounds of carbon emissions saved. This is great opportunity for folks to accept a new way to commute to work, school or anywhere else they might usually drive,” said Debra Sachs, Director of Community Climate Action, 10% Challenge, one of the event's organizers. The weeklong event is designed to be easy and fun and encourages everyone to try an alternative way 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!’.”

Several communities and regions are planning special kick-off events including: May 11 & 12th from 6:30 a.m. to 9:00 a.m. at the Ferrisburgh Park & Ride lot; May 13<sup>th</sup> at 11:00 a.m. on the corner of Cherry and Church Streets in Burlington; and on May 17<sup>th</sup> at 7:30 a.m. in front of the Chittenden Bank on State Street in Montpelier. Other areas of the State are planning events as well. The Point Radio will be on site promoting sign-ups and providing giveaways at the Burlington and Montpelier events. Stop by and join other commuters to learn more, sign up to participate and be eligible to win great giveaways. Visit the events calendar online at [www.waytogovt.org](http://www.waytogovt.org) for more details.

As in past years, businesses, schools and communities will compete for 2010 Way to Go! awards. Go head-to-head with others to see who can encourage the highest percentage of employees to walk, bike, telecommute, carpool or take the bus from May 17-21. The winning employers will receive awards at a ceremony on Thursday, June 17<sup>th</sup> at 11:00 am. Watch the events page at [www.waytogovt.org](http://www.waytogovt.org) for more details on the awards ceremony and other special events.

In addition to schools and businesses competing, there 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 in each municipality.

*The Way to Go! Commuter Challenge is made possible through the generous support of area businesses and several organizing entities including the AARP Vermont, Addison County Transit Resources, Campus Area Transportation Management Association, CarShare Vermont, Chittenden County Transportation Authority, City of Burlington, Community Climate Action, 10% Challenge, Green Mountain Transit Agency, Lake Champlain Committee, Local Motion, Marble Valley Regional Transit District, Quebec-Labrador Foundation, Rutland Area Physical Activity Coalition, Vermont School Boards Insurance Trust--VEHI PATH, Vermont Energy & Climate Action Network, Vermont Natural Resources Council, and Vermont's Regional Planning Commissions*

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More information on the Way to Go! Commuter Challenge is available at [www.waytogovt.org](http://www.waytogovt.org)