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**For immediate release**

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## Commuter Contest drives up Sun Rideshare database entries

Hundreds of new commuters have registered with Sun Rideshare in the first two months of the Sun Rideshare Commuter Contest and hundreds of dollars of prizes have been awarded.

Commuters across the region are learning about the contest at their workplace, on the bus, from friends and family and on Facebook. Pima County, the City of Tucson and the University of Arizona have created an avalanche of contest participants with e-mail blasts, newsletters and flyers.

For the first time Sun Rideshare, a program of Pima Association of Governments, is using Facebook to keep area commuters informed of the contest's progress and results. Fans get a sneak preview of each contest before it is posted to the Sun Rideshare Web site.

In December and January, commuters were required to log in their alternative mode commutes to qualify for the prize drawings. Once registered, commuters can easily record their daily commutes and mileage on the Commute Calendar in the Sun Rideshare interactive matching system. Each commuter is given a tally of their alternative mode trips, vehicle miles reduced and pollution savings.

In December alone, there were 10,000 visits to the Sun Rideshare Web site. Over 500 commuters registered 12,362 alternative mode trips and reduced 118,000 vehicle miles traveled and 102,000 pounds of greenhouse gases.

Most of the prizes are being purchased by Pima Association of Governments from the employers participating in the Travel Reduction Program in appreciation of their dedication and continuous support of TRP and Sun Rideshare. In January, the prize of a weekend getaway was donated by the Westin La Paloma, a company in PAG's travel reduction program, and a strong advocate of alternative transportation for the last two decades. Close to 300 people are already logging in their commutes in the hope of winning this prize.

Each month, the prizes and the rules change so everyone will have a chance to play and win. The contest is running for one year to reinforce the use of alternative transportation, give individuals driving alone an incentive to try a different mode of transportation, and to keep the community engaged with different ways to participate. **Pima County residents can visit [884ride.org](http://884ride.org) for more information or call 884-RIDE.**

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Please visit [www.PAGnet.org](http://www.PAGnet.org) for more information.*