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For immediate release

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Sun Rideshare announces monthly Commuter Contest

Sun Rideshare, a program of Pima Association of Governments, started a monthly Commuter Contest this month. Over the next 12 months, Pima County commuters will have a chance to win a variety of prizes by “greening” their commute to work.

Each month the prizes and the rules change so everyone will have a chance to play and win. The promotion is running for a year to reinforce the use of alternative modes of transportation over a long time period, keep the community engaged with different ways to play and win, and support as many Travel Reduction Program companies as possible.

During the promotion, PAG will buy all the contest prizes from TRP employers. “We know many TRP employers are suffering with the economic downturn, so PAG and Sun Rideshare want to help stimulate the local economy and thank the TRP companies for their dedication to reducing pollution and congestion,” said Ruth Reiman, Manager of PAG’s Travel Demand Management program.

The first month of the contest, November 2009, focuses on getting new commuters in the database. Commuters may qualify by entering their profile to find a carpool partner, join or start a vanpool, find a bike buddy, or register for Guaranteed Ride Home. Six winners will be randomly selected from all the new entries this month. The prizes are a \$50 gift card from one of the following Travel Reduction companies: JC Penney, Macy’s, Kohl’s, Target, Dillard’s, or Wal-Mart.

Other months will focus on rewarding carpoolers, vanpoolers, bus riders, bikers and walkers when they log in their mode of transportation for their daily commute. Commuters may qualify to win weekend getaways, car care packages, gift cards or plane tickets if they record a minimum number of green commutes.

Commuters who become a fan of Sun Rideshare on Facebook will get a sneak preview of the new contest each month. Pima County residents can visit 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.