Dec. 18, 2013

For immediate release
Contact: Sheila Storm, (520) 792-1093

Sun Rideshare program to launch new travel rewards program in January

Sun Rideshare, a program of Pima Association of Governments, will launch a new travel rewards program on Jan. 1, 2014, that is open to everyone.

Everyone who carpools, vanpools, walks, telecommutes, bikes or rides the bus can participate in the rewards program by logging their trips online in the Sun Rideshare travel calendar.

Current Sun Rideshare users and new users, who register in the travel database, will be eligible to win monthly rewards, including Visa gift cards of $25, $50 or $100.

Participants earn points by using one of the alternative modes of transportation noted above and then logging their trips online. Trips must be within Pima County.

You earn one point for each trip, so if you bike to work that’s one point. If you walk to the store that’s one point or if you carpool to a sporting event that’s one point. Anyone over the age of 18 can participate. Points are cumulative during 2014. Sign up for email reminders to log your trips.

Participants also can gain fame as a Gold, Silver or Bronze Alternative Mode User. Each participant can qualify for this prestigious recognition by meeting the minimum number of trips required each month. All those achieving a Gold, Silver or Bronze level will be recognized on the Sun Rideshare website and Facebook page. Certificates of achievement will be awarded at the end of the year.

Learn more at www.sunrideshare.org or call 884-Ride (7433).

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, energy, watershed and air quality. PAG’s staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.PAGregion.com for more information or www.facebook.com/PAGregion