



City of Kamloops

news release

www.kamloops.ca

www.carpool.ca



For Immediate Release
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Internet Helps Kamloops Commuters Go Green

Kamloops— Kamloops commuters now have an additional alternative to driving alone to work. The City of Kamloops, in partnership with BC’s Commuter Connections, is providing a free ride matching service to local area residents through their on-line ride matching program, www.carpool.ca.

“Carpool.ca takes about two minutes to use”, says Anne Marie Thornton, Director of Commuter Connections, a BC-based non-profit that is committed to reducing greenhouse gas emissions through the implementation and promotion of ridesharing. “Commuters enter in their own information and instantly receive a match list of potential carpoolers. The site is free, easy to use, and secure. In addition to ride matching services, the Carpool.ca website contains a variety of information and resources including a cost calculator and carpool etiquette tips.”

Commuters simply visit the website www.carpool.ca., choose “Kamloops” from the list on the “Find a Carpool” page and fill out an on-line form. After submitting their information, participants instantly receive a list of potential carpool matches. All information is kept strictly confidential.

By providing commuters a fast and convenient way to find carpool matches, the City of Kamloops hopes that the introduction of this travel demand management program will help to further reduce vehicle emissions and alleviate increasing traffic congestion. The www.carpool.ca service is used throughout Canada, with over 8,000 registrants and growing.

The total annual cost for the program is \$7,000 of which \$6,000 is sponsored by the BC Climate Exchange, a program managed by the Fraser Basin Council, and the remaining \$1,000 is contributed from the City of Kamloops.

- 30 -

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***The City of Kamloops is the 2004 National Champion of Communities in Bloom
for cities with a population between 50,000 and 100,000.***