

NEWS RELEASE

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FOR IMMEDIATE RELEASE

FINDING A CARPOOL MATCH IS NOW EVEN EASIER

The Central Okanagan's carpool.ca program recently added a new feature to make finding a carpooling match even easier.

"The new feature allows any organization or individual within the Central Okanagan to enter their work site as a destination. This means that people looking to carpool can easily find matches in the same building and that organizations can easily promote carpooling as an alternative form of transportation to their employees," says Emma Hallas, Marketing Communications Coordinator for the City of Kelowna. "Previously any individual who registered on carpool.ca could select their destination from a pre-determined list."

[Carpool.ca](http://carpool.ca) is a free carpooling service that is available to help both drivers and riders find carpool matches. Signing up is easy - simply visit www.carpool.ca and register by filling out an online form. Once registration is complete, a list of potential carpool matches will be provided. All information is kept strictly confidential and no commitments are made by signing up.

Carpooling has many environmental, community and personal benefits. It reduces the number of cars on the road, which in turn means fewer emissions polluting our air. Carpooling also eases traffic congestion and lessens the demand for new roads and parking lots.

In addition, sharing the costs of fuel, insurance and vehicle maintenance can save drivers a significant amount of money. In fact, according to the Canadian Automobile Association the annual cost of owning a mid-size vehicle that travels 12,000 kilometres a year is \$8,377.05, or \$25.17 per day. These figures reflect 2004 data when gas prices averaged 86.9 cents per litre, and do not include parking fees.

In the Central Okanagan, carpool.ca is funded by the City of Kelowna, Regional District of the Central Okanagan, Westbank First Nation and UBCO.

[Carpool.ca](http://carpool.ca) is Canada's fastest growing rideshare program with over 10,000 registrants. The site is customized to serve the Central Okanagan as well as other cities across Canada, and provides good information about commuting costs, carpooling etiquette and a variety of other resources.

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