

News Release

IMMEDIATE RELEASE



Kelowna launches RideShare Week *Commuters encouraged to carpool and win!*

Kelowna, February 4, 2008 – February 4 though February 8 is Rideshare Week in Kelowna. Thanks to sponsorship from ICBC and Carpool.ca, everyone who pledges to carpool at least once during the week has a chance to win \$1,000 in prizes, including a \$500 WestJet certificate.

“The City is making it easy for people to be green and save some green,” explains Jerry Dombrowki with the City of Kelowna’s Transportation Department. “Just go to Carpool.ca, choose your geographical area and click on Pledge to Pool. Not only can you win some great prizes, but carpooling is a great way to save on transportation costs.”

Carpooling one day a week can save you up to 10% of your commuting costs. As the average Canadian spends \$9,000 annually on driving to and from work every year, the savings can really add up.

“By providing people with easy access to finding a carpooling partner through www.carpool.ca, we hope to see more people give it a try,” says Dombrowski.

The City of Kelowna will be hosting three Transportation Fairs to provide the public with information on Rideshare Week and how easy it is to find a ride share match on Carpool.ca.

Monday, February 4, 2008, 10:00 a.m. to 2 p.m. – City Hall, Main Lobby
Tuesday, February 5, 2008, 10 a.m. to 2 p.m. – UBC Okanagan SSC building
Wednesday, February 6, 2008, 10a.m to 2 p.m – Okanagan College Student Services Building

For more information on carpooling or to ‘Pledge to Pool’ visit: www.Carpool.ca.

Carpool.ca is an initiative that clearly articulates the City’s environmental stewardship and commitment to providing opportunities for Kelownians to reduce their impact on the environment.

For additional information, contact:

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