



## For Immediate Release

### Canada's Rideshare Network

#### Canadian Universities first link in Canada's Rideshare Network

With the assistance of Environment Canada's Climate Change Action Fund, post-secondary institutions from Victoria to Halifax are links in Canada's growing Rideshare Network. This pilot project is being promoted to over 200,000 staff, faculty and students across Canada. Participating colleges and universities receive promotional materials, marketing instruction, program support and access to the Internet based ride matching application <http://www.carpool.ca>.

The company building Canada's Rideshare Network is Commuter Connections, a British Columbia based non-profit society with a decade of Transportation Demand Management experience. Executive Director Anne Marie Thornton says "Using the power of the Internet to create carpools will benefit individual commuters, society and the environment. At [www.carpool.ca](http://www.carpool.ca), motorists are able to calculate their individual savings by carpooling. Tax savings and the reduction of greenhouse gas emissions can also be measured."

Thornton hopes that using an Internet based application will help to reduce Canadians' obsession with the automobile. Citing a recent study of drivers in six European countries, Thornton claims "People are not too concerned about the effects their driving has on the environment. But climbing fuel prices may force individuals to think about alternatives. We're making it easy for students and faculty to share the ride to campus. Once carpoolers see how much money they can save, they may no longer be willing to pay the high costs of driving alone."

Canadians can log on to [www.carpool.ca](http://www.carpool.ca) and access a variety of rideshare information and facts including benefits, cost-savings, etiquette, ridematching services and more. Plans are underway to expand the program throughout Canada next year.

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