



## **For Immediate Release**

**October 09, 2003**.....A better way to get there.

It's a Calgary advantage: Jobs, growth and a lifestyle that outshines our regional and national partners. But that's if you can beat the commuter congestion!

"We all know that Transportation is Calgary's #1 issue. That's why The City of Calgary is looking for cost-effective alternative transportation solutions to help all Calgary commuters through the crunch," stated Alderman Diane Colley-Urquhart. "It began with carpooling, and now Calgary is proud to be the first city in Canada to proclaim a Rideshare Week (October 20-24, 2003)."

This inaugural week will promote ridesharing and highlight the benefits to Calgary commuters on a regional basis.

With our partner Commuter Connections (and funding partners: Environment Canada's Climate Change Action Fund and EcoAction Fund; and, Alberta's Climate Change Central) we have jumped to the next level by offering all of our regional communities a chance to enjoy the free ride-matching service available at the [www.carpool.ca](http://www.carpool.ca) web-site and share their ride to work.

With well over 1400 registered applicants participating in the Carpool.ca program since it was introduced to Calgarians in October 2002, carpooling continues to be to be a viable transportation alternative to commuters in and around Calgary.

So, throughout the week commuters who join Carpool.ca and participate will enjoy:

Savings...

- Carpoolers save hundreds of dollars in gas, repair bills and vehicle depreciation costs annually.
- They also save on parking.
- And the more people that carpool, the less traffic we have: the more time and money we all save.

And as an added bonus participating commuters could win...

- Prizes ranging from fuel and parking gift certificates
- Golf Bags
- Or a pair of Sunshine Village lift tickets

It's a win-win for Calgary and for the environment.

So take part in Rideshare Week and enjoy cleaner air, a faster, less stressed commute and a more productive day.

There IS a better way to get there.

For more information call:

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