

Share your ride to work October 22 to 26

Calgary, October 18, 2007 – Mayor Dave Bronconnier has officially proclaimed the week of October 22 to 26, 2007, as Calgary's Fifth Annual Rideshare Week, encouraging Calgary and area commuters to try a new way of getting to work or school.

"Carpooling is a great option to consider. It's nice to have a little company for the drive, and sharing the costs of commuting is certainly a benefit. Carpooling also reduces greenhouse gases and pollution – it's something that nearly everyone can do to help our environment," said Mayor Dave Bronconnier.

Calgary and area citizens interested in the benefits of carpooling can log onto the website www.carpool.ca, select Calgary as their destination and enter their commuting information. They will instantly receive a match list of neighbours and co-workers also looking to share the daily commute. A match is made, arrangements are completed and everyone starts enjoying the benefits of ridesharing.

The goal of Rideshare Week is to encourage Calgarians to visit www.carpool.ca, form a carpool and share the ride to work or school at least once during the week. This year, Calgarians are also invited to make a personal, on-line pledge to carpool once during the month of October. All pledges will be automatically entered into a draw for prizes. Prizes, donated by Alberta's Climate Change Central, include a \$500 WestJet voucher, a new iPod Nano, a \$100 Home Depot Gift Card, a \$50 Keg Restaurant Card, a \$25 Chapter's Gift Card and a \$25 Starbucks Gift Card. Pledges can be made until November 2, 2007 at www.carpool.ca/rideshare.asp. Prizes will be randomly drawn the week of November 5.

Since the Carpool.ca program was introduced in Calgary in 2002, there have been more than 8,000 users in the Region. At present, approximately 3,000 commuters are registered.

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