

News Release

IMMEDIATE RELEASE



Edmonton launches RideShare Week *Edmontonians encouraged to carpool and win!*

Edmonton, October 29, 2007 – October 29 to November 2 is RideShare Week in Edmonton, and 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 Aryn Machell with the City of Edmonton’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 Edmontonian spends \$9,000 annually on driving to and from work every year, the savings can really add up.

“We know that carpooling is not an option for everyone, but by providing people with easy access to finding a carpooling partner in their area, we hope to see more people give it a try,” says Machell.

Carpool.ca will be hosting two Transportation Fairs in Edmonton to provide the public with information on carpooling and RideShare Week and how easy it is to find a ride share match on Carpool.ca.

Monday, October 29, 10:30 a.m. to 2 p.m. – City Centre lower level at the bottom of the escalators in the West food court

Tuesday, October 30, 10 a.m. to 2 p.m. – North entrance, NAIT downtown campus

For more information on the Transportation Fairs contact Anne Marie Thornton with Trans Canada Carpool.ca at: (250) 709-1955

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

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

About Edmonton:

Vibrant and culturally diverse, Edmonton is an ideal place to live, learn, work, invest and visit. Home to more than one million people and the global port to more than \$100 billion in northern oil sands development, Alberta's capital is an economic powerhouse offering the nation's best combination of business opportunity and quality of life. Edmonton leads the world in healthcare research and innovation, education, and environmental stewardship. As Canada's Festival City and the Cultural Capital for 2007, Edmonton is alive with endless festivals, events, attractions, art and activities.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

For additional information, contact:

Aryn Machell
Sustainable Transportation
Transportation Planning
780-496-8139

Kelly Vail
Communications
Transportation
496-2812 or 940-9438

