



MEDIA RELEASE

1100 Patricia Boulevard, Prince George, BC V2L 3V9

Commuter Challenge June 1st to 7th, 2008

Go Green during Environment Week!

The City challenges **YOU** to take the Commuter Challenge!

The City of Prince George is pleased to continue with past years' tradition by participating in the 2008 Commuter Challenge during Environment Week. Residents and local organizations are encouraged to take part in efforts to reduce air pollution by participating in the National Commuter Challenge.

The Commuter Challenge is a friendly competition between Canadian communities that encourages people to use sustainable modes of transportation. Participants are asked to register and leave single-occupancy vehicles at home. Alternative modes of transport include jogging, walking, cycling, in-line skating, public transit, carpooling or teleworking during Environment Week (June 1-7, 2008).

June 4th is the Clean Air Day, with transit rides costing only 25¢ for those with "Be Part of the Solution" buttons. FREE buttons are available for pick up at City Hall, UNBC and CNC bookstores, all Shoppers Drug Mart locations, Hart Drugs, Reid's Prescriptions.

For people with longer commutes or a tough climb out of the bowl, residents can use Bike and Bus with bike racks on our local transit busses which allow commuters to combine two low impact modes of transportation.

Involvement in this event has many personal and environmental benefits. Active and sustainable transportation enhances physical, mental, and emotional health. Fuel-powered transportation is the fastest growing source of greenhouse gas emissions, and one of the single largest sources of air pollution in Canada.

To register and track the difference made by participating, log on to the Commuter Challenge website at www.commuterchallenge.ca. For more information, visit the City's website at www.city.pg.bc.ca or contact the City of Prince George at 561-7600.

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