



ASSOCIATION OF MONTEREY BAY AREA GOVERNMENTS

NEWS RELEASE

For Immediate Release

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\$1,000 WINNER ANNOUNCED IN RIDESHARE REWARDS CLUB DRAWING

Marina, Calif. –April 4, 2008 - Commute Alternatives, the rideshare program for the Association of Monterey Bay Area Governments (AMBAG) has randomly selected Steve Brorsen, an employee at the Monterey Bay Aquarium, as the recipient of a \$1,000 cash prize for the month of March. Mr. Brorsen rides his bike to work and is a member of the Rideshare Rewards Club, an incentive program offered by Commute Alternatives and funded in part through a grant from the Monterey Bay Unified Air Pollution Control District. The Rideshare Rewards Club rewards the employees of participating businesses and organizations for using alternatives to driving alone to get to and from work. Employees track the number of days they use alternative transportation in a monthly commute log and each day counts as an entry in to a monthly drawing.

During the month of March, members of the Rideshare Rewards Club logged 2,170 roundtrips in which they used alternatives to driving alone such as carpooling, vanpooling, bicycling, walking, riding the bus, or telecommuting. Since the program's inception in April of 2007, nearly 600 people have registered as members and over 50 businesses and organizations are actively participating in the program.

To learn more about the Rideshare Rewards Club, or to register your company with the program, fill out a membership application online at www.commutealternatives.info or call 422-POOL.

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Commute Alternatives is a program of the Association of Monterey Bay Area Governments (AMBAG), assisting individuals who live or work in Monterey County and are seeking a sustainable alternative transportation method. Commute Alternatives also helps organizations develop and implement alternative commute programs for their employees and establish successful incentive programs that encourage the use of sustainable transportation modes. For more information on these free services visit www.commutealternatives.info.

