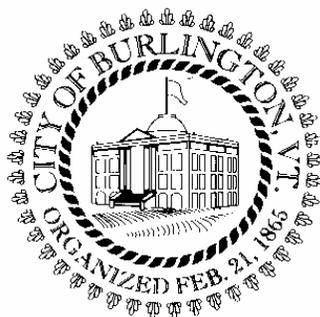


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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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WAY TO GO! WEEK 2010 BURLINGTON KICK-OFF ON MAY 13

Mayor Kiss to Join CCTA, AARP, Local Motion, CATMA and CarShare VT for Way to Go Challenge

May 10, 2010 - Burlington, VT. Burlington Mayor Bob Kiss will join CCTA, AARP-VT, Local Motion, CATMA and CarShare VT to kick off the Way to Go! 2010 Challenge. **The kick-off event will be on Thursday May 13 at 11 am on the corner of Cherry and Church Streets in downtown Burlington (CCTA's Cherry Street terminal).** Deb Sachs, Director of Community Climate Action, 10 Percent Challenge, who coordinates "Way to Go! Week" statewide, will also attend the event.

The Way to Go! Challenge is a week-long event to reduce single occupancy vehicle travel and vehicle emissions that are causing global climate change. Individuals, organizations and businesses can participate by signing up and using alternatives to single occupancy vehicles to get to work or school. Individuals who enter the free challenge are eligible to win a variety of prizes, such as gift certificates, bike tune-ups, Ipods, snowboards, and many other great items. Businesses and other organizations with the highest participation rate will be recognized with awards. And, through the Way to Go Community Challenge, communities with the highest participation rate will also be recognized.

This year, Way to Go! is May 17-21. People can sign up and be eligible for prizes even if they already plan to walk, bike, take the bus or carpool to work during this week. Last year, participants saved over 206,000 pounds of greenhouse gas emissions! This year, organizers of Way to Go! are aiming to reduce our carbon footprint by 500,000 pounds. Getting people involved in alternative commuting options during Way to Go! week can lead them to think differently about their commute for the entire year.

“Way to Go week is a fun and important event which will make our community and communities across the world healthier and more sustainable,” said Mayor Kiss. “I encourage residents and businesses to participate – even if you can only take the bus, walk, bike or carpool twice a week, it will make a substantial difference in greenhouse gas emissions. And, of course, I hope Burlington is again among the communities with the highest rates of participation!”

Getting more information or registering for Way to Go! is easy – just go to:
<http://www.waytogovt.org/index.php>.