

**Office of
the Mayor
Burlington,
Vermont**



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WAY TO GO! WEEK 2011: BURLINGTON KICK-OFF ON MAY 12, noon

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

May 10, 2011 - Burlington, VT. Burlington Mayor Bob Kiss will join CCMPO, CATMA, CCTA, AARP-VT, Local Motion and CarShare VT to kick off the Way to Go! 2011 Challenge. The kick-off event will be on **Thursday, May 12th at noon**, weather permitting, at the corner of Cherry and Church Streets in downtown Burlington (CCTA's Cherry Street terminal). Michele Boomhower, CCMPO Executive Director, "Way to Go! Week" coordinator will emcee the event.

12:00 Introductions: Michele Boomhower, CCMPO, Way to Go! Coordinator
12:05 Mayor Bob Kiss will proclaim Way to Go! Burlington
12:10 Meredith Birkett, General Manager, CCTA
12:15 Jennifer Wallace-Broder, AARP-VT
12:20 Jason Van Driesche, Local Motion
12:25 Annie Bourdon, CarShare VT
12:30 Bob Penniman, Sandy Thibault, and Katie Bailey, CATMA

This year, Way to Go! is May 16-20. 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 200,000 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 an 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 difference in greenhouse gas emissions. I hope you can do your part!"

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