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Way to Go! Statewide Commuter Challenge – 2011 Awards Ceremony
Participation Grows Statewide: Businesses and Communities win recognition awards

Mayor Kiss to present this year's awards: 10 am, 7 October, Burlington City Hall, Contois Auditorium

Burlington, VT. Way to Go! Statewide Commuter Challenge organizers are pleased to honor several businesses and communities for their participation in the 2011 Commuter Challenge. The statewide commuter challenge is an annual event promoting economical, environmentally-friendly, safe alternatives to driving solo. Individuals, schools, businesses and communities throughout the state participated in the May week-long program.

“Overall, 2011 saw a marked growth in participation statewide with 75% of Vermont cities and towns now engaged, and we had over 50 towns from outside the state also join in,” explained Tom Horn, Project Manager for Way to Go. More than 3,200 folks pledged online to use cheaper, healthier, and more earth-friendly transportation alternatives to driving alone, an increase of 15% from 2010. Together commuters saved over 400,000 vehicle miles for the week and over \$90,000 in total transportation costs while reducing CO2 emissions by about 350,000 pounds. All in one week!

“We are very pleased with the growth of the Way To Go! Challenge this year and impressed by the level of commitment from both communities and businesses in Chittenden County and around the state. Everyone deserves to pat themselves on the back for their engagement,” commented Michele Boomhower of the Chittenden County Metropolitan Planning Organization, a leading partner in the program.

New this year was the creation of the Carbon Cup Award. The award is based on multiple criteria including level of participation and engagement with Way To Go! combined with the average per person reduction in transportation carbon emissions during the week.

“Way to Go! week is an important event which makes our community and communities across the world healthier and more sustainable,” said Mayor Bob Kiss. “The Way to Go! Statewide Commuter Challenge

and the Carbon Cup captures the attention of our community and businesses and helps build alternative means of commuting for residents and the workforce.” Mayor Kiss will present the awards this Friday, 7 October at 10 am at City Hall. Community and business leaders will be on hand to share their success stories. This year’s awards are:

Carbon Cup Awards

Community: City of Montpelier

Small Business: AllEarth Renewables

Large Business: NRG Systems, Inc

Community Participation Awards

City of Burlington

City of Vergennes

Participation Awards by Business Size Category

MICRO

Brattleboro Bicycle Shop, Vital Communities

SMALL

ECHO Lake Aquarium and Science Center, Skirack

MEDIUM

Landmark College, World Learning

LARGE

Dealer.com, Burton Snowboards;

MACRO

Fletcher Allen Health, National Life Group, Champlain College