

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

## **FINDING A CARPOOL PARTNER IN THE SOUTH OKANAGAN IS NOW EASIER**

Carpool.ca is a free carpool matching service that is available to help both drivers and riders find carpool partners. Signing up is easy - simply visit [www.carpool.ca](http://www.carpool.ca) and register by filling out an online form. Once registration is complete, a list of potential carpool matches will be provided. All information is kept strictly confidential and no commitment is made by signing up.

“This means that people looking to carpool can easily find matches and employers can easily promote carpooling as an alternative form of transportation to their employees,” says Julie McGuire, spokesperson for the District of Summerland.

Carpool.ca is Canada’s fastest growing on-line carpool matching program with over 10,000 registrants. The site is customized to serve the Okanagan Valley and provides good information about commuting costs, carpooling etiquette and a variety of other resources to assist carpoolers.

The South Okanagan Carpool.ca initiative is funded by municipal partners including the Town of Oliver, District of Peachland, City of Penticton and District of Summerland. South Okanagan commuters will be encouraged to register with Carpool.ca.

The region’s new carpool program will be officially kicked off May 30, 2011. This is just in time for the nation-wide commuter challenge from June 5 to 11. The Commuter Challenge is a friendly competition between Canadian cities and workplaces to encourage people to leave their cars at home. To register go to [www.commuterchallenge.ca](http://www.commuterchallenge.ca) and fill in an online form. Then, walk, cycle, carpool, take transit or telecommute during the event week and log your commute online. Your emission reductions, fuel cost savings, and calorie consumption are calculated.

The District of Summerland would like to challenge residents in Okanagan communities to take the Commuter Challenge and see which community has the most participation.

Using alternative modes of transportation, including carpooling, has many environmental, community and personal benefits. It reduces the number of cars on the road, which in turn means fewer emissions polluting our air. It also eases traffic congestion and lessens the demand for new roads and parking lots.

The average car burns 12 litres of gasoline in an hour and with fuel prices now over \$1.20 per litre the average car is burning fuel at the rate of over \$14.00 per hour. According to the Canadian Automobile Association the annual cost of owning a mid-size vehicle that travels 12,000 kilometres a year is \$8,581.05, or \$.71/km. These figures do not include parking fees. Sharing the costs of fuel, insurance and vehicle maintenance can save drivers a significant amount of money.

We challenge you to take the Commuter Challenge and sign up with Carpool.ca.

Carpool.ca Contact:  
Anne Marie Thornton  
Email: [information@carpool.ca](mailto:information@carpool.ca)

District of Summerland Contact:  
Julie McGuire  
Email: [jmcguire@summerland.ca](mailto:jmcguire@summerland.ca)