



800-VIP-RIDE (847-7433)
ridefinders@mct.org
www.ridefinders.org

NEWS RELEASE

Contact: Joe Wright, Director of RideFinders | Julie Hauser, The Hauser Group
(800) 847-7433 / (618) 593-4634 | (314) 436-9090 / (314) 629-3887

RIDEFINDERS ANNOUNCES GRAND PRIZE WINNER OF *RIDESHARE FOR CLEAN AIR* PROMOTION

GRANITE CITY, Ill, Sept. 20, 2010 . . . Ridesharing to work in a carpool or vanpool provides over 9,500 commuters in the St. Louis region with a vital, reliable and relaxing commute while saving thousands of dollars annually in gas and other commuting costs. For Imperial, Mo., resident and Centene Corporation System Engineer Kris Kelemen, Ridesharing has proven to be especially rewarding, as she was selected as the grand prize winner of RideFinders *Rideshare for Clean Air* promotion that ran from Earth Day through Labor Day.

This promotion encouraged ridesharing during the warm-weather months, when the region is more at risk of experiencing poor air quality, by offering prizes for commuters in new, expanded or existing RideFinders carpools or vanpools. Each week, there were drawings for \$25 gas cards, as well as drawings for \$50 gas cards each month, all leading up to a special grand prize drawing for a special night out in downtown St. Louis. As the lucky grand prize winner, Kelemen will enjoy a complimentary night's stay in a downtown hotel, a gift certificate to a downtown restaurant, St. Louis Cardinals tickets and passes to the St. Louis Arch, courtesy of RideFinders.

"We've just wrapped up an air quality forecasting season that was highlighted by a number of orange and red days, and when air quality conditions decline, it's critical for commuters to make choices that help take cars off area roads," said Susannah Fuchs, senior director of environmental health for the American Lung Association of the Central States. "With ridesharing being such a convenient way for commuters to help reduce traffic congestion and air pollution, the Rideshare for Clean Air promotion was a great way to encourage carpooling and vanpooling and to reward commuters for taking those steps, and we thank RideFinders for giving area residents this chance to do their share for cleaner air."

"We were thrilled with the response to the Rideshare for Clean Air promotion," said Joe Wright, Director of RideFinders. "It gave us a chance to demonstrate how sharing the ride benefits the environment and offers a more enjoyable and affordable commute. We congratulate our grand prize winner, Kris Kelemen, and all of our weekly and monthly prize winners, and thank them for making the choice to Rideshare for Clean Air."

Kelemen first learned about RideFinders through information provided at Centene, one of over 1,200 employers participating in the regional rideshare program. Kelemen has been ridesharing with her coworker, Linda Patient, in a registered RideFinders carpool since 2008, when they first signed up to combat the high gas prices at the time. Today, they continue to make the daily, two-hour round trip commute from the Imperial/Herculaneum area to downtown Clayton. The pair represents a growing group of employees at Centene who are ridesharing, including a group of their coworkers that recently made the transition from their carpools to form the first RideFinders vanpool in Clayton.

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RIDEFINDERS NAMES RIDESHARE FOR CLEAN AIR GRAND PRIZE WINNER FIRST AND FINAL ADD

“I received the news on a Monday morning, which got my week off to a great start,” said Kelemen, who was presented with her grand prize on Sept. 16 at the Centene Corporation headquarters building. “I’m really looking forward to getting to be a tourist in my hometown. I’ve lived in the St. Louis area my whole life, but I’ve never actually had the chance to stay overnight in a downtown hotel, so I’m excited about that, and also thrilled to have a chance to see the Cards play.”

RideFinders makes it easy for commuters to carpool using their personal vehicles or to vanpool using vans provided by RideFinders for a monthly fare. Commuters first register with RideFinders free ridematching service at www.ridefinders.org or (800) 847-7433 with their home and work addresses, work hours and preferences. Once registered, commuters receive a “matchlist” of other individuals or vanpools with similar commutes to theirs to contact to discuss the possibility of ridesharing. Once they agree to rideshare, commuters register their carpool for free or complete a vanpool rider agreement with RideFinders.

By ridesharing with RideFinders, commuters enjoy a less stressful drive to and from work and save thousands annually on gas and other commuting costs compared to driving alone. These individuals also receive RideFinders exclusive Guaranteed Ride Home, which provides up to four free taxi rides home annually if they have to leave work early or work late. Finally, the entire region benefits from less traffic congestion as over 65 million driving miles are eliminated, while enjoying better air quality as over two million pounds of air pollution are removed.

Businesses in the region can help their employees enjoy the many benefits of ridesharing by joining the over 1,200 companies already participating in RideFinders. In return for their free participation in RideFinders, employers provide their employees with free ridesharing information and incentives such as the Guaranteed Ride Home to drive them to carpool or vanpool to work. Employers interested in joining RideFinders can call (800) 847-7433 or e-mail ridefinders@mct.org.

For more information on RideFinders, visit www.ridefinders.org or call (800) 847-7433.

Created and operated by Madison County Transit (MCT) since 1994, RideFinders improves the quality of life and work in the St. Louis region by providing a free ridematching service to help over 9,500 commuters carpool or vanpool to work, and by partnering with over 1,200 employers to provide free ridesharing information and incentives to commuters at work. RideFinders is operated as a free public service by MCT for commuters who work in St. Louis City and St. Louis, St. Charles, Jefferson and Franklin Counties in Missouri; and Madison, St. Clair and Monroe Counties in Illinois through federal grant funding from the United States Department of Transportation and the Federal Highway Administration. For more information, visit www.ridefinders.org or call (800) 847-7433.

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