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## NEWS RELEASE

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### **RIDEFINDERS KICKS OFF RIDESHARE FOR CLEAN AIR PROMOTION**

***New campaign will reward area residents for ridesharing during the summer months when area air quality conditions are at their worst***

**GRANITE CITY, IL, April 19, 2010 . . .** With ridesharing playing such an important role in improving the region's air quality by reducing auto emissions, RideFinders today kicked off a new promotion to encourage commuters to carpool or vanpool to work during the summer months when area air quality conditions have a tendency to decline. The regional rideshare program's new *Rideshare for Clean Air* promotion gets underway just days before the nationally-celebrated Earth Day, and it offers fun incentives for commuters to carpool or vanpool with RideFinders during the upcoming air quality forecasting season.

"As the hot, humid days of summer start to settle in, the St. Louis area often sees its worst air quality conditions," said Susannah Fuchs, Senior Director of Environmental Health for the American Lung Association of the Central States. "During this time, it's important for area residents to make commuting choices that help take cars off area roads. Ridesharing is a convenient way for commuters to do their part to help reduce traffic congestion and eliminate the related emissions from our air, and we applaud RideFinders for giving area residents this opportunity to do their share for cleaner air, and enjoy rewards for doing so."

From April 19 through Labor Day, commuters who register a new or expanded carpool or vanpool with RideFinders as an alternative to the solo commute will automatically be entered into weekly drawings for \$25 gas cards; monthly drawings for \$50 gas cards; and a special grand prize drawing to win a night out in downtown St. Louis, featuring a night's hotel stay, St. Louis Cardinals tickets, passes to the St. Louis Arch, and more. Commuters who are already registered in a RideFinders carpool or vanpool are also eligible to take part in the promotion in recognition of the role they play in reducing emissions on an everyday basis.

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](http://www.ridefinders.org) or (800) 847-7433 with their home, work and contact info and preferences. Once they are registered, commuters receive a "matchlist" of other commuters 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.

## **RIDEFINDERS LAUNCHES RIDESHARE FOR CLEAN AIR PROMOTION FIRST AND FINAL ADD**

“By introducing *Rideshare for Clean Air* this summer, RideFinders hopes to not only encourage commuters to rideshare and reward them for doing so, but to also demonstrate how ridesharing benefits the environment and offers a more relaxing, affordable workday commute,” said Joe Wright, director of RideFinders.

By ridesharing to work with RideFinders, over 9,000 commuters enjoy a less stressful commute and save thousands of dollars annually on gas and other commuting costs compared to driving alone. These commuters 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, and they qualify for the *Rideshare for Clean Air* prize drawings. Finally, the entire region benefits from less traffic congestion as over 65 million driving miles are eliminated, while enjoying better air quality as over 2 million pounds of air pollution are removed.

Employers in the region can help their employees *Rideshare for Clean Air* by joining the nearly 1,200 employers already participating in RideFinders. In return for their free participation in RideFinders, employers provide their employees with free ridesharing information and incentives 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](mailto:ridefinders@mct.org).

For more information on RideFinders or the *Rideshare for Clean Air* promotion, visit [www.ridefinders.org](http://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 9,000 commuters carpool or vanpool to work, and by partnering with almost 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](http://www.ridefinders.org) or call (800) 847-7433.*

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