

Department of Transportation



**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
NEWS RELEASES**

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## **ConnDOT Commissioner Kicks Off 3<sup>rd</sup> Annual Commuter Challenge**

*Annual Event is Projected to Have 10,000 Participants  
From More Than 1,300 Connecticut Companies in 2010*

Connecticut Department of Transportation Commissioner Joseph F. Marie today kicked off the third annual “*Earth Day Commuter Challenge*,” a state-wide initiative that encourages commuters to take greener forms of commuting between now and Earth Day. The annual event encourages all forms of green commuting including carpooling, vanpooling, telecommuting, biking, walking and taking public transportation, and is projected to achieve record results with an estimated 10,000 participants eliminating more than 140,000 vehicle trips, 5,000,000 miles of driving and 2,000 tons of emissions.

“I continue to be proud of the tremendous accomplishments achieved each year by Connecticut commuters and their employers as part of the 3<sup>rd</sup> annual commuter challenge,” said Commissioner Marie. “This event also exemplifies the type of success that can be achieved through creative public-private partnerships that benefit all Connecticut residents with reduced traffic and cleaner air.”

Commuters who participate in the event are eligible to earn rewards from local and national sponsors including over a dozen grand prizes of \$100 in groceries from Peapod by Stop & Shop. “Peapod is proud to once again support this exciting event and reward Connecticut families when they drive less”, said Peapod Marketing Director Peg Merzbacher, “and providing rewards adds to the excitement by helping working families during these difficult times.”

Connecticut commuters can sign up for free and begin earning rewards right away. Participating employers will also have the results from their employees tallied on a special web site, with the winning employers receiving awards and recognition at the conclusion of the event. To learn more about the event or to sign up for free visit [www.earthdaycommuterchallenge.com](http://www.earthdaycommuterchallenge.com).