

OCTOBER
low-car
challenge

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
September 28, 2009

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TAKE THE LOW-CAR CHALLENGE IN OCTOBER *Ditch your car a few trips a week and you could win \$50*

Who: Any residents of El Dorado, Placer, Sacramento, Sutter, Yolo, or Yuba counties

What: Try carpooling, transit, telecommuting or bicycling three days a week in October. Record your participation at www.sacregion511.org and you could win a \$50 gift card to a local bicycle shop, a local restaurant or for transit passes.

Where: To work, school, errands, recreation or any other destination in the region

When: October 1 to 31, 2009

Why: Save money, reduce your time in traffic, and improve our air quality

The Low-Car Challenge is supported by the Sacramento Region 511, a service of the Sacramento Area Council of Governments. For more information, visit www.sacregion511.org or call 511.

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Sacramento Region
Travel Info



www.sacregion511.org or dial 511: Your source for traffic, transit, rideshare and bicycling information.