



# SHIFTING GEARS

## PARTICIPANT DETAILS

The Shifting Gears Peterborough Workplace Transportation Challenge is a month-long transportation competition and campaign that encourages people in Peterborough to get to work differently.

Walk, bike, bus, share a ride, or work from home and win great prizes. Track your trips at [peterboroughmoves.com](http://peterboroughmoves.com) and join your community in the sustainable transportation movement!

### REGISTER

Sign up now at [peterboroughmoves.com](http://peterboroughmoves.com)

### TRACK

Use [peterboroughmoves.com](http://peterboroughmoves.com) to track the trips you make to work throughout May: how far, and in what mode. Log in at least once a week to update your tracker to be eligible for prizes!

### WIN

- + Fabulous incentive packages are available to all participants who register before **April 30**.
- + You can receive instant giveaways and are eligible for weekly draw prizes, gift certificates and a stunning grand prize.



### WEB

[peterboroughmoves.com](http://peterboroughmoves.com)



### BLOG

[peterboroughmoves.com/journal](http://peterboroughmoves.com/journal)



### TWITTER

[twitter.com/ptbomoves](http://twitter.com/ptbomoves)

## THE GOODS

### Instant Giveaways

Shifting Gears Ambassadors will be biking across the city, looking for people getting to work differently. Watch for them at your workplace to win great on-the-spot prizes.

### Incentive Kits

Register online by **April 30** to receive **one** of these fabulous kits for free!



#### Bike (choose one)

- + Set of bicycle fenders w/installation
- + Rear bicycle rack w/installation
- + 1 year membership to BIKE: The Peterborough Community Bike Shop (see [communitybikeshop.org](http://communitybikeshop.org))



#### Walk

- + High-quality Shifting Gears umbrella (back by popular demand!)



#### Bus

- + 30-day transit pass (from date of activation)

### Guaranteed Ride Home

New for 2010! Guaranteed Ride Home ensures you can get home in an emergency if you took sustainable transportation to work. Sick child? Unscheduled overtime? A cab ride home is on us. See [peterboroughmoves.com/grh](http://peterboroughmoves.com/grh) for conditions and eligibility.

### Draw Prizes

Participate at least once a week to be eligible.

- + Weekly Draw: Each week in May, someone will win dinner for two at some of Peterborough's best restaurants.
- + Grand Prize: A \$750 Resorts of Ontario certificate.
- + Gift Certificates: We round out the month with pot of \$20 gift certificate draw prizes.

