



Peterborough Workplace Transportation Challenge

**FOR IMMEDIATE RELEASE**

**April 27, 2009**

## **Shifting Gears**

### **6<sup>th</sup> Annual Workplace Transportation Program Kicks Off at Peterborough Regional Health Centre**

The 6<sup>th</sup> Annual Shifting Gears Workplace Transportation Challenge will officially kick off with an event at The Peterborough Regional Health Centre on Thursday, April 30, 2009, at noon.

Organizers and dignitaries alike will be on hand to help celebrate.

Shifting Gears is a month-long competition and campaign created to inspire Peterborough area employers, employees, and individuals to use active modes of commuting, such as walking and biking, as well as public transit and ride sharing. Each employee that participates will be entered into weekly draws for prizes. Participants will also have the opportunity to win a Grand Prize of a \$750 gift certificate for Resorts of Ontario. Workplaces and individuals can sign up at [www.peterboroughmoves.com](http://www.peterboroughmoves.com).

This year's program, themed Get to Work Differently, is shaping up to be bigger and better than ever.

"Last year we went from 20 workplaces participating to 50," says Shifting Gears Ambassador, Clifford McCarten. "This year we're aiming for 75. Last year there were 1022 employees taking part. We expect to eclipse that this year."

McCarten is proud of last year's results. "Last May alone, we eliminated over 18 000 automobile trips and prevented 23 tonnes of Greenhouse gasses from being produced."

The campaign has generated interest from across North America, with communities as far away as Portland, Oregon contacting Shifting Gears for program ideas.

"With the buzz we've generated over the past several years, we expect Shifting Gears to be the most successful commuter challenge in Canada," says Sue Sauvé, Transportation Demand Management Planner for the City of Peterborough.

In order to create a community presence, McCarten will be roving Peterborough, looking for participants and giving out prizes. "I'll be visiting workplaces and giving out instant prizes to people walking, biking, busing and carpooling to work.," he says.

Shifting Gears is brought to you by Peterborough Moves, a collection of organizations dedicated to providing Peterborough area citizens with information and tools to engage in walking, biking and ridesharing activities.

Peterborough Moves is coordinated by representatives of the City of Peterborough, The Peterborough County-City Health Unit and Peterborough Green-Up, with generous support from Transport Canada's ecoMOBILITY fund.

For more information on Shifting Gears, please visit [www.peterboroughmoves.com](http://www.peterboroughmoves.com) or contact Clifford McCarten at Peterborough Green-Up, 705.745.3238 ext. 221. [shiftinggears@greenup.on.ca](mailto:shiftinggears@greenup.on.ca)

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