



Getting you where you need to go!

15 Industrial Parkway
Burlington, VT 05401

Phone (802) 864-CCTA
Fax (802) 864-5564

FOR IMMEDIATE RELEASE

Contact: Rose Getch
Public Affairs and Marketing Manager
(802) 864-CCTA or rgetch@cctaride.org

CCTA ANNOUNCES CURB YOUR CAR DAY First Friday of Every Month

Join Champ at the CCTA Bus Platform on Cherry Street August 5, 7 - 10 AM

Burlington, VT (July 19, 2011) – The Chittenden County Transportation Authority (CCTA) is pleased to announce CURB YOUR CAR DAY to be celebrated on the first Friday of every month. To kick off the first CURB YOUR CAR DAY on August 5 between 7 am – 10 am, join CCTA for a visit with Champ at the Cherry Street bus platform in downtown Burlington. CCTA will be giving away prizes to lucky riders. More surprises will be in store on every first Friday of every month.

The purpose of the campaign is to inspire and motivate Vermont commuters and residents to drive less and utilize sustainable transportation options such as public transportation, bicycling, walking, carsharing, or vanpooling. In the U.S., we use cars for 67% of trips of one mile or less and 88% of trips of two miles or less. That just doesn't make sense in a country with major concerns like: climate change, air pollution, dependence on foreign oil, and ever-rising gas prices.

“Encouraging individuals to drive less is something we must address as a community,” says CCTA Acting General Manager, Meredith Birkett. “We hope that CCTA’s Curb Your Car First Friday campaign will play an important role in educating our community about the environmental and social impacts of driving while raising awareness about the alternatives to driving a single occupancy vehicle.”

If you share these concerns, why not take advantage of this opportunity to try reducing your single occupancy vehicle use? To get you started, CCTA is suggesting that we curb our cars on the first Friday of every month. Why Fridays? Fridays tend to be casual and more relaxed in many work places. Why not start the fun and relaxation on your Friday morning commute? Kick back and leave the driving to CCTA. After the workday is over, since the car is already at home, you can join your friends downtown and ride CCTA home afterwards. Friday may just turn out to be your favorite day of the week. If Fridays don't work for you, pick another day to go green. Leaving the car at home will help our community, no matter what day you pick. With any luck, it will become a habit that will benefit you, the community, and the planet for years to come. Visit cctaride.org/cyc for more information about CURB YOUR CAR DAY.

The mission of CCTA is to operate safe, convenient, accessible, innovative, and sustainable public transportation services in northwest and central Vermont that reduce congestion and pollution, encourage transit oriented development, and enhance the quality of life for all.

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