

## News Release

Month, Day, Year

Insert your logo here

Media Contact: Your name, your phone number

### Your Organization Name Announces Name of Your Competition to Encourage Your City/County Citizens to Share a Ride

[This is written for a carpool competition. Modify and add information, as appropriate, to include other types of alternative transportation if they will be included in your competition]

Your City/County, ID – Do you share a ride with someone else to get to work or run errands? Have you ever thought about it? Now is the time to start.

Your Organization Name is sponsoring Name of Competition, a competition to encourage ridesharing, also called carpooling, and to reward those who already do.

Name of Competition will last for the month of Month and rules are simple:

- Anyone 16 or older living in Your City/County is eligible to participate.
- Pick up an entry form at XXXX or download a form from XXXX.
- Record the number of carpool trips you complete each day in Month on your entry form. Specific instructions are printed on the entry form.
- Return your entry form to XXXX by DATE.
- Contact XXXX at XXXX with questions.

[These rules are given as examples; use what is appropriate and change/delete/add others as necessary.]

Each member of a carpool is encouraged to submit his or her own entry form; all carpool members can “claim” all trips they participate in. **Everyone who participates will be entered in a drawing for List Prizes Here.**

Each person will be entered in a drawing based upon the number of carpool trips he or she made during the month. “For example, if a person takes one carpool trip during the month, he will have one entry into the drawing; if another person takes 14 carpool trips, she will have 14 entries,” explains Name of your organization’s president, director, or chair [be sure to get approval first]. “So, the more times you carpool, the better chance you have of winning.”

“Carpooling, or ridesharing, provides many benefits to name your town or area,” states Last Name. “People who carpool save money on gas and wear and tear on their vehicles and get to enjoy the company of friends while in the car.” “Name of Competition is designed to encourage people to try carpooling, and to thank those that already do, through a little friendly competition.”

“Try carpooling during Month for the chance to win XXXX; you never know, you may just decide you want to keep it up all year,” summarizes Last Name.

[Add information about what service(s) is/are available locally and how to access them here.]

END