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SPARE THE AIR CAMPAIGN SEEKS CONFESSIONS FROM LOCAL CARPOOLERS

Video contest aims to capture the Bay Area's top carpoolers and best carpooling stories

SAN FRANCISCO – The Bay Area Air Quality Management District is announcing the launch of "Confessions of a Carpooler" video contest.

Carpoolers will be asked to video their commute and share why they choose to carpool to work.

"Reducing single occupancy vehicles through ridesharing is one of the most effective ways for Bay Area residents to *Spare the Air* every day," said Lisa Fasano, Air District communications director. "There are thousands of carpool success stories every day and they are worth sharing. If we show each other how convenient and easy ridesharing can be, we can all help reduce the number of single occupancy vehicles on our roads."

As part of this *Spare the Air* season's effort to educate the public about ridesharing, Bay Area commuters are encouraged to share fun and interesting carpool experiences and demonstrate what makes them a top carpooler. The contest will run from August 25 to September 30, 2009.

Every day Bay Area drivers make 7 million trips driving alone. Studies show that currently only 17 percent of Bay Are vehicles travel in carpool lanes. Ridesharing saves carpoolers an average of 20 minutes on commutes through the Bay Bridge toll plaza. Carpoolers can also cross Bay Area bridges toll-free during peak commute hours.

The Air District encourages commuters to try carpooling and share their best stories and tips by uploading a three minute video to the contest page on <u>www.SpareTheAir.org</u>. Winning stories will be posted to the Air District's YouTube channel. Visit <u>www.SpareTheAir.org</u> for full details and rules, including information about the prizes from local companies such as Dreyer's Grand Ice Cream, Inc., Solio and Autonet Mobile.

The Bay Area Air Quality Management District (<u>www.baaqmd.gov</u>) is the regional agency chartered with protecting air quality in the Bay Area. For more information about *Spare the Air*, visit <u>www.sparetheair.org</u>.