



# NEWS

**FOR IMMEDIATE RELEASE**  
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**Air District encourages Bay Area employers to register  
for the Great Race for Clean Air**  
*Competition encourages commute alternatives*

**SAN FRANCISCO** – Registration for the annual Bay Area Air Quality Management District's *Great Race for Clean Air* commuter challenge for Bay Area companies and government agencies is currently under way.

The Great Race for Clean Air is a friendly competition between Bay Area employers to encourage employees to take transit, carpool, walk or bike to work.

"Employees are more likely to take transit, carpool or walk or bike to work when it is encouraged at work," said Jack Broadbent, executive officer of the Air District. "The Great Race for Clean Air is a fun, competitive way to improve air quality, reduce traffic and save money while giving Bay Area commuters an opportunity to try alternatives to driving alone."

Registration for employers is open and runs through August 15, 2012, at [www.sparetheair.org](http://www.sparetheair.org). Participating employees will automatically be entered into weekly random drawings for incentive prizes such as gift cards to local merchants.

From September 1 through October 31, thousands of Bay Area commuters will compete against other company and agency teams to find alternatives to commuting to work alone – such as ridesharing, vanpooling, biking, walking or taking transit. At the conclusion of the Great Race, one employer in each county will be recognized for the highest CO<sub>2</sub> savings *per capita*. In addition, employers in small, mid-size and large employer categories in each county will be recognized for achieving the highest rate of employee participation. Great Race winners will be announced in November.

The Great Race for Clean Air is sponsored by the Air District with support from 511 Rideshare. For more information about *Spare the Air*, visit [www.sparetheair.org](http://www.sparetheair.org).

The Bay Area Air Quality Management District ([www.baaqmd.gov](http://www.baaqmd.gov)) is the regional agency responsible for protecting air quality in the Bay Area. For more information about Spare the Air, visit [www.sparetheair.org](http://www.sparetheair.org).

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