

FOR IMMEDIATE RELEASE

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Way to Go! Commuter Challenge—Success for Seven Straight Years!  
Businesses, communities and schools are recognized at Special Awards Ceremony on Friday, June 18, 11:00 a.m. at Vermont Statehouse

On Friday, June 18<sup>th</sup> at 11:00 a.m. at the Vermont Statehouse, Way to Go! Commuter Challenge organizers, Governor Jim Douglas and others will honor several businesses, schools and communities for their participation in the 2010 Commuter Challenge. Way to Go is an annual event promoting economical, environmentally-friendly, safe alternatives to driving solo. Individuals, schools, businesses and towns throughout the state participated in the May program.

“Overall, statewide participation including schools exceeded last year’s results significantly,” explained Tom Horn, Project Manager for Way to Go. Three thousand folks pledged online to use cheaper, healthier, and more earth-friendly transportation alternatives to driving alone. Together, commuters saved at least 220,000 miles for the week, 9,758 gallons of fuel, nearly \$30,000 in total transportation cost savings, and about 200,000 pounds of transportation pollutants (including 191,000 pounds of carbon emissions).

“Onion River Sports’ staff and customers strive to achieve the same ideals promoted by the Way to Go! Commuter Challenge on a daily basis and we are honored to be a participant and advocate for the lifestyle encouraged by this event, noted Andrew Brewer, owner of Onion River Sports”

“More than one quarter of our workforce regularly participates in our alternate transportation program here at National Life Group,” explained Tim Shea, 2<sup>nd</sup> Vice President of Facilities, Purchasing, & Contracting. “I’m excited how Vermont’s Way to Go Commuter Challenge is capturing the attention of our other office locations including Dallas, TX. The week-long challenge helps to garner more interest and excitement for our employees to use alternate means to commute.”

The award winners will be announced by Governor Douglas at 11:00 a.m. followed by a reception and refreshments. Community and business leaders will be on hand to share brief success stories including: Mayor Mary Hooper, City of Montpelier; Tim Shea, National Life Group; Paul Comey, Green Mountain Coffee Roasters and Donna Donahue, National Bank of Middlebury. The 2010 Way to Go! Award winners are as follows:

2010 Business Awards by Size Category

MICRO	Vital Communities and Honorable Mention to The Point
SMALL	Onion River Sports; Honorable Mention to ECHO Lake Aquarium and Science Center
MEDIUM	National Bank of Middlebury; Honorable Mention to NRG Systems, Inc.
LARGE	Burton Snowboards; Honorable Mention to Dealer.com
MACRO	National Life Group, Honorable Mention to Brattleboro Memorial Hospital
MAJOR	Green Mountain Coffee Roasters, Honorable Mentions to Fletcher Allen Health Care and Middlebury College

2010 Community Challenge Awards

City of Montpelier  
City of Burlington, Honorable Mention

2010 School Challenge Awards

Gertrude E. Chamberlin School  
Moretown, Waitsfield and Warren Elementary Schools  
Hinesburg Community School, Honorable Mention  
Edmunds Elementary School

For more information about Way to Go! Commuter Challenge visit [www.waytogovt.org](http://www.waytogovt.org)

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# 2010 Way to Go! Commuter Challenge Awards Ceremony & Reception

Friday, June 18, 2010—11:00 a.m. – Noon  
*Reception and Refreshments to Follow*  
Vermont State House Lawn (Weather Permitting)  
Or State House Chamber  
State Street, Montpelier, VT

## Awards Program

11:00 a.m. Welcome, Honorable Mayor Hooper

Lori Fisher, Lake Champlain Committee  
— Way to Go, 2010 Challenge highlights  
— Special thanks to our sponsors

Awards Ceremony 2010 Winners, Governor Jim Douglas  
— Workplace Commuter Challenge Awards and  
— Way to Go! Community Challenge Award  
— School Challenge Awards

Business Success Stories

Closing and Group Photo

Reception, Refreshments & Networking Social



*Many thanks to our program host Vermont Energy Investment Corporation and our Way to Go Organizers, Sustaining Partners, Media and Event Sponsors*

*The Way to Go! Commuter Challenge is made possible through the generous support of area businesses and these Sustaining Partners: Chittenden County Metropolitan Planning Organization; Earl's Cyclery & Fitness; FairPoint Communications; Green Mountain Coffee Roasters; National Life Group; Resource Systems Group, Inc.; Go Vermont and Vermont Agency of Transportation.*

*Thanks to several program sponsors American Lung Association of VT, Burton Snowboards, City Market, Courtyard by Marriott Burlington, Cynthea's Spa, Evolution Physical Therapy and Yoga, Merchants Bank, National Bank of Middlebury, Neuton Power Equipment, NRG Systems, Onion River Sports, Small Dog Electronics, Smart Growth Vermont and Sugarbush Resort and many others contributing regional prizes.*

*And to our organizing partners including the AARP Vermont, Addison County Transit Resources, Campus Area Transportation Management Association, CarShare Vermont, Chittenden County Metropolitan Planning Organization, Chittenden County Transportation Authority, City of Burlington, Community Climate Action, 10% Challenge, Go Vermont, Green Mountain Transit Agency, Lake Champlain Committee, Local Motion, Marble Valley Regional Transit District, Quebec-Labrador Foundation, Rutland Area Physical Activity Coalition, Vermont School Boards Insurance Trust-- VEHI PATH, Vermont Energy & Climate Action Network, Vermont Natural Resources Council, Vermont's Regional Planning Commissions, and Vermont Agency of Transportation*

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