



**A program of the Knox County Metropolitan Planning Commission's
Transportation Planning Organization
www.knoxsmarttrips.org**

For IMMEDIATE RELEASE

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2011 Clean Commute Day on the Way

Knoxville – The second annual Clean Commute Day will be held Friday, June 10, 2011 to encourage commuters to try carpooling, bicycling, taking the bus or working from home for one day.

"If half of the commuters in our region left their cars home for just one day, they could save a combined \$2 million and reduce nearly 10 million pounds of air pollution," says Smart Trips coordinator Alisa Ashouri.

Those who participate and log their commute online will be eligible for prizes including an Amazon Kindle, an iPod Nano MP3 player, and gift cards to Mast General Store, Regal Cinemas and Tomato Head.

Last year more than 400 area residents took an alternative to driving alone and logged their commute with Smart Trips on Clean Commute Day. "Gas prices were hovering around \$2.70 a gallon last year, so we expect a lot more people this year!" says Ashouri. Commuters can find a carpool partner online in just minutes, or get advice on a bike or bus route to work.

Smart Trips' mission is to improve air quality and ease traffic congestion. The program rewards participants for choosing green commuting options and works with regional employers to develop customized worksite programs. Smart Trips is funded by a federal Congestion Mitigation and Air Quality (CMAQ) grant. Sign up for Smart Trips and get more info at www.knoxsmarttrips.org.

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