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### **SmartCommute Challenge Continues With Try Transit Week and Free Bus Pass Promotion**

**RESEARCH TRIANGLE PARK, N.C.** (April 17, 2008) The week of April 20th - 26th is the SmartCommute Challenge Try Transit Week. The GoTriangle family of transit services is sponsoring this week to promote public transportation in the Triangle.

#### **Try Transit Week and Free Pass Promotion**

As gas prices reach record highs, the SmartCommute Challenge is making the choice of public transit even easier. Until May 30th, any Triangle commuter or college student who takes the SmartCommute Challenge and pledges to try the bus can register to receive a free Regional Day Pass. The bus pass can be used for a full day of travel on Capital Area Transit (CAT), Cary Transit, Durham Area Transit Authority (DATA), and Triangle Transit. Chapel Hill Transit and the NCSU Wolfline are always free to the public.

To take the SmartCommute Challenge and register for a free Regional Day Pass, visit:  
**[www.smartcommutechallenge.org](http://www.smartcommutechallenge.org)**.

#### **Bus Commuters Available for Interview**

Please call Brad Schulz at (919) 485-7434 to schedule an interview with a bus commuter.

#### **About the Challenge**

The 2008 SmartCommute Challenge is a regional public awareness campaign to encourage Triangle commuters and college students to try a smarter, cheaper, and more environmentally friendly commute.

The Challenge is a pledge to try a commute alternative at least once before May 30, 2008. Eligible commute alternatives include:

- Carpool
- Telework (work from home)
- Bus
- Vanpool
- Bike
- Walk

(more)

While there are many great reasons to try a smarter commute, the Challenge provides an additional incentive: a chance to win the Grand Prize - a one-week trip for two anywhere in the continental U.S.

**About SmartCommute@rtp:**

SmartCommute@rtp is the transportation management association (TMA) of The Research Triangle Park (RTP). Its purpose is to coordinate the transportation demand management (TDM) efforts of RTP employers to address common transportation concerns, reduce traffic congestion, and improve air quality. SmartCommute currently has 25 member employers, which account for over 80% of the RTP's employees. SmartCommute@rtp is staffed by the Research Triangle Foundation of North Carolina, owner and developer of The Research Triangle Park. For more information, visit **[www.SmartCommute.org](http://www.SmartCommute.org)**.

**About Triangle Transit:**

Triangle Transit is a regional public transportation provider, offering a wide variety of transit and vanpool services to North Carolina's greater Triangle Region and outlying counties. Bus service is available to Apex, Cary, Chapel Hill, Durham, Garner, Hillsborough, RDU International Airport, Research Triangle Park (RTP) and Raleigh. For more information, visit **[www.triangletransit.org](http://www.triangletransit.org)** or call (919) 485-RIDE.

**Challenge Sponsors and Partners:**

**6 Gold Sponsors:** BASF, CAT, Cisco, IBM, The News & Observer, RTI International

**Bus System Partners:** Capital Area Transit (CAT), Cary Transit, Chapel Hill Transit, Durham Area Transit Authority (DATA), NSCU Office of Transportation, and Triangle Transit

**10 Silver Sponsors:** Bayer CropScience, Cherokee Investment Partners, Credit Suisse, Gillig Corporation, GlaxoSmithKline, EMC Corporation, NetApp, Progress Energy, Redwoods Group, US EPA

**12 Bronze Sponsors**

**Over 50 participating Triangle employers,** representing over 100,000 area employees

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