

# drive less challenge 2010

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## FOR IMMEDIATE RELEASE

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### **Peninsula Communities Challenge Residents to Drive Less**

*Burlingame, Mountain View and Palo Alto join Menlo Park in "Drive Less Challenge" event*

The Drive Less Challenge 2010, a grassroots initiative to reduce solo car trips and associated greenhouse gas emissions, will run from Earth Day, April 22nd to May 5th in Menlo Park, Mountain View, Palo Alto, and Burlingame. The Challenge encourages participants to experiment with alternative local transportation modes such as public transit, biking, walking, and carpooling.

Participants can sign up for the Challenge now at <http://www.drivelesschallenge.com>.

This year's Challenge is based on Menlo Park's successful 2009 pilot in which 120 people replaced over 5,000 car miles with alternative, or "green", trips reducing local CO2 emissions by over two tons. This year's organizers expect a substantial increase in participation with the expansion to four cities and the addition of an enhanced interactive website to manage the event.

Modeled after social games and behavior change programs in fitness and health, the Drive Less Challenge employs social encouragement and competition along with personal goal-setting to motivate participants to find practical alternatives to driving. Participants can cooperate and compete in social groups and communities of their choice; for example, their workplace, school, neighborhood, church, or other group.

"We developed a unique online tool for the Challenge this year to make it a fun experience where you can track your trips, see how you're doing compared to others, and see how the community is making progress to reduce our carbon footprint" said Adina Levin, of the Menlo Park Green Ribbon Citizens' Committee and founder of the Drive Less Challenge. Participants can follow along and share their experiences with friends and colleagues on Facebook (<http://www.facebook.com/pages/Drive-Less-Challenge/363692011065>) and Twitter (@driveless).

The Challenge is open to anyone. However, people who live or work in this year's four participating cities can also compete for prizes contributed by local merchants, a feature that encourages local shopping to further reduce car miles.

The Drive Less Challenge is organized by volunteer community groups from each of the four cities: Menlo Park Green Ribbon Citizens' Committee, Palo Alto CEAP, Green Mountain View, and Citizens Environmental Council - Burlingame. Major sponsors include Microsoft, Specialized Bicycle Components, Interactive Sciences, Inc., Vinod Khosla, and Jim Baer, a real estate developer from Palo Alto. Multiple local prize sponsors in each city, including restaurants, bike shops, and others, are contributing gift certificates to show their support and benefit from the local shopping theme. Additional sponsors are welcome prior to the start date.

To celebrate the completion of the Drive Less Challenge 2010, there will be an Awards Party at Kepler's Books and Magazines, 1010 El Camino Real in Menlo Park on Friday, May 7th, at 7:30 pm.

For more information visit <http://www.drivelesschallenge.com> or contact us at [drivelesschallenge@gmail.com](mailto:drivelesschallenge@gmail.com).

#### The Drive Less Challenge Team

- Menlo Park Green Ribbon Citizens' Committee (<http://menlogreen.typepad.com>)
  - Palo Alto Community Environmental Action Partnership (<http://pa-ceap.pbworks.com>)
  - Green Mountain View (<http://www.greenmountainview.org>)
  - Citizens Environmental Council - Burlingame (<http://www.burlingamecec.org>)
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