

DRAFT - January 13, 2012

More commuters choosing to carpool to reduce stress and share cost of driving

TORONTO (February 6, 2012) – Today marks the beginning of Carpool Week, an annual awareness campaign presented by Metrolinx's Smart Commute Program, aimed at getting more people to share the ride to work.

Commuters surveyed by Smart Commute consistently cite reducing the stress of battling traffic congestion and cost savings as the top two reasons why they choose to carpool.

For people like **[CarpoolZone.ca user name XXX]**, carpooling has becoming an effective way to deal with rising stress levels and the escalating costs associated with driving to work. Through CarpoolZone.ca, **name xxx** simply makes arrangements to share driving responsibilities with **[her/his]** colleagues.

CarpoolZone.ca is a free, easy-to-use, online ride-matching service offered by Smart Commute that makes it easy to find a driving buddy. There are currently 1,450 carpools registered in the CarpoolZone database, and more than 204 employers with 524,000 employees across the GTHA are currently designated as Smart Commute workplaces.

"Employers realize that a stressful and costly commute can seriously affect job satisfaction," says Mark Singh, Manager, Smart Commute. "Our recent survey of commuters showed that if we can make it easy to find someone to carpool with, they would be willing to try it. Even carpooling once or twice a week can make a big difference."

[Testimonial quote from CarpoolZone user re: benefit of carpooling; TBC by Jan. 17]

Another big motivator for some carpoolers is the desire to make a contribution to improving the environment. **[Testimonial quote from CarpoolZone user re: benefit of carpooling; TBC by Jan. 17]**

For more information about Carpool Week and carpooling in the GTHA, visit www.smartcommute.ca.



A Program of METROLINX

NEWS

About Smart Commute

Smart Commute is an initiative of Metrolinx and the municipalities in the Greater Toronto and Hamilton Area that works with employers to improve commuting options for their employees. Smart Commute helps employers and commuters in the GTHA explore different commuting options like carpooling, cycling and transit. Our goal is to ease gridlock, improve air quality and reduce greenhouse gas emissions while making your commute less expensive and more enjoyable. To date, more than 204 employers with 524,000 employees across the GTHA have signed on and are designated as Smart Commute workplaces.

About Metrolinx

Metrolinx is the Province of Ontario's regional transportation agency for the Greater Toronto and Hamilton Area (GTHA). The organization's mission is to champion, develop and implement an integrated transportation system for our region that enhances prosperity, sustainability and quality of life.

- 30 -

Media inquiries:

Vanessa Thomas, (416) 871-5974, or Malon Edwards, (416) 874-5945, or Drew Davidson, (416) 874-5975.