



## Media Release

For Immediate Release – May 19, 2010

### ***in motion* Spring Campaign - Commuter Challenge**

***In motion*** challenges the community to be physically active when traveling to their daily destinations. We want everyone to get “in motion” May 30-June 5 by taking the Commuter Challenge. Participants will be able to walk, bike or roll their way to great ***in motion*** prizes! Information on the campaign and active transportation as well as a link to the Commuter Challenge will appear on the website – [www.in-motion.ca](http://www.in-motion.ca).

#### **The Commuter Challenge**

This National challenge is a friendly competition between communities and workplaces to see which region or workplace has the highest percent of healthy commuters during the week long event. Canadians are encouraged to leave their cars at home.

Workplaces and individuals pre-register on the website leading up to the event. During the week of the challenge, employees record their commuting behaviour on-line. Results are posted daily to determine which cities and workplaces have the highest percent of healthy commuters. Canadians are able to see how a healthier commute effects greenhouse gas reductions, calories burned, kilometres and dollars saved.

***In motion*** and Road Map are supporting our local communities and workplaces in encouraging residents and employees to leave their cars at home for their personal health, the health of their communities and the health of the environment.

In 2009 the Commuter Challenge had 44,551 Canadians participate through 159 cities saving 655,704 KG of Greenhouse gases saved. Over 3 million kilometres were traveled by using environmentally friendly forms of transportation including Active Transportation.

What is Active Transportation? Active transportation is using human powered transport to travel where you need to go.

- Walk
- Run
- Bike
- Roll (wheel chair, roller blade, skate board)

It's lean on your wallet, green for the environment and great for your health! Physical Activity...do it for life!

***In motion*** is a community based physical activity strategy that encourages all citizens to make physical activity a part of their daily lives. For more information, contact:

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