



Race to the Beach just keeps getting better!!

The most fun Business Coalition clean commute challenge in the Charlotte Area is now the most fun **PUBLIC** clean commute challenge in the Charlotte Area!!

Race to the Beach Clean Commute Challenge for 2014 has some exciting changes:

Rules of the Road

Enter a minimum of 13 clean commute round-trips at RacetothBeach.com during June 2, 2014 – August 29, 2014 to be eligible for the Grand Prize Drawing.

Log at least one (1) clean commute during the week of June 2nd and be entered into a drawing for a Kindle Fire HDX!

Log at least one (1) clean commute each month (June, July, and August) to be eligible for great monthly prizes!

Eligible clean commute modes include:

- Carpooling/Vanpooling
- Walking/Biking
- Riding the Bus/LYNX
- Compressed Work Day
- Teleworking

OZONE ACTION DAY BONUS:

clean commute to work on an Ozone Action Day and receive an extra clean commute!

- **Everyone Can Participate!**

Now anyone that commutes to work or lives in the Charlotte area non-attainment counties can reduce tailpipe emissions and participate, no matter the employer.

- **Clean Commute Characters**

Participants will race against Clean Commute Characters - representatives of different clean commute modes based on frequency

examples: CATS Bus Kelly - infrequent bus rider
Multi-Modal Meg - tries different modes each week

- **Follow the Blogs**

Clean Commute Characters will blog about their positive experiences with their clean commutes and provide encouraging and helpful advice to Racers

The Race to the Beach Dashboard

www.RacetothBeach.com



RACE TO THE BEACH

June 2 - August 29, 2014

THIS CHAIR IS
WAITING FOR YOU!



RaceToTheBeach.com



The 2014 Race to the Beach clean commute campaign gives you the chance to:

Win Prizes + \$ave Gas + Reduce Air Pollution



Grand Prize: a **Blockade Runner** beach stay
in Wrightsville Beach, NC!

Kick-off Week Prize: a **Kindle Fire HDX**,
perfect for the commuter on the go!



Race to the Beach Clean Commute Character Blogs



CATS Bus Kelly

What a relaxing ride to work!

I'm so happy that I'm not driving in all of that crazy traffic this morning! Of course Independence Blvd. is a parking lot, but me and the 30+ others on this bus are cruising past them all in the bus lane. Even though it's a nasty, rainy morning, at least I don't have to worry about driving...instead I'll worry about that big event I have tomorrow. Nahhh, I think I'll relax and have a little "me" time!!

Next Steps

Recruit your business to
join *The Race*

Schedule a presentation/
display/ special event at
your business' locations
to get your coworkers
excited about the Race

Have Fun!

For more information, please contact Kelly Smith, Charlotte Area Air Awareness Coordinator at 704-336-5423 or KellyC.Smith@mecklenburgcountync.gov

