

Rules of the Road

Enter a minimum of 13 clean

commute round-trips at RacetotheBeach.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!

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 <u>PUBLIC</u> clean commute challenge in the Charlotte Area!!

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

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

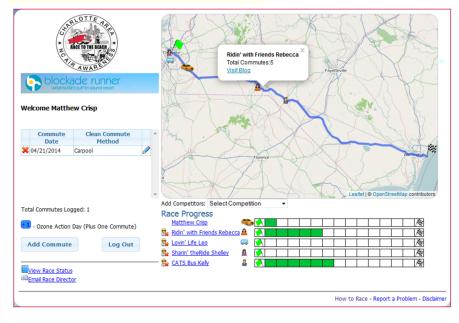
Participants will race against Clean Commute Characters representatives of different clean commute modes based on frequency

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.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 cruzing 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!

