



**missoula in motion**  
**SEE COMMUTING DIFFERENTLY.**

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For Immediate Release  
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## **2011 Commuter Challenge**

*Record number of businesses take the challenge*

MISSOULA, MONTANA - April 13 - Over 100 businesses have registered for Missoula In Motion's 2011 Commuter Challenge.

The Commuter Challenge is a business-to-business competition sponsored by Missoula In Motion. It is aimed at raising awareness and rewarding commuters who choose sustainable transportation for their work commute during Bike Walk Bus Week (BWBW). The 2011 Commuter Challenge will run from Sunday, May 1st, through Saturday, May 7th. It is a way to try a new commute, get back to old habits or be rewarded for your everyday sustainable commute ritual.

"We're not sure if Missoulians are excited about the prospect of Spring after such a long winter or if rising gas prices are making folks think twice about how they get to work, but we've had more businesses register for the Commuter Challenge than any previous year," said Missoula In Motion Program Supervisor, Alexandria Stokman.

The recently released [AAA Driving Cost Report](#) indicated that the operating cost (gas, maintenance and tires) for the average sedan was 17.74 cents/mile; a 5.97% increase over the previous year. With the average roundtrip commute for Missoula residents at 12 miles, that round trip costs \$2.13 per day, and that is based on a study completed when gas was only \$2.88/gallon.

Amelia Lyon with the Missoula Housing Authority had this to say about why they participate in the commuter challenge: "Missoula Housing Authority staff is so supportive of using sustainable transportation year round, especially during Bike Walk Bus Week and the Commuter Challenge. We have great participation all year, but during that week we try to go the extra mile and come up with fun, creative ideas to get everyone involved and excited about trying out a new way to get to work."

Businesses can register for the Commuter Challenge through April 27<sup>th</sup> by visiting the Missoula In Motion website (<http://bit.ly/CommuterChallengeEntry>) or calling the office at 258-4961.

A complete list of participating businesses is available online at <http://bit.ly/ccbusiness>.

**About Missoula In Motion**

Missoula In Motion (MIM), a program of the Office of Planning and Grants, was founded in 1997. MIM strives to educate Missoulians on their transportation options for both school and work commutes. Through various outreach projects and events, including the Way to Go! Club, MIM promotes the many sustainable transportation options offered in the Missoula community in an effort to reduce congestion, pollution and stress, while promoting both individual and community health.

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