



*For Immediate Release*

## **NEWS RELEASE**

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### **Healthy body, healthy earth: More Canadians expected to prove their commitment to the environment June 1-7 by competing in the National Commuter Challenge**

*18<sup>th</sup> annual National Commuter Challenge to bring out more than 39,000 Canadians in 170 communities and 1,700 workplaces*

**Calgary, AB** – From Victoria, B.C. to Corner Brook, Newfoundland, thousands of Canadians and companies from coast-to-coast will be leaving their cars at home for a week this June as the 18<sup>th</sup> annual National Commuter Challenge kicks off with more Canadians and companies expected to participate than ever before.

The National Commuter Challenge is a friendly workplace competition to promote environmentally sustainable and active means of transportation such as walking, jogging, biking, in line skating, transit, carpooling and telecommuting.

Nationally, the 2007 Commuter Challenge saw participation from almost 39,000 Canadians in more than 170 communities and 1,700 workplaces. With the explosion of interest in environmental sustainability and reducing greenhouse gas emissions, this year's competition is set to be its strongest in 18 years.

“During the Challenge, corporations across the country will vie for the distinction of having the most sustainable commuter population while supporting their employees healthier choices,” says Kathryn Winkler, Chair of the National Commuter Challenge and Founder and Executive Director of Sustainable Alberta Association. “We challenge all Canadians to change their commuting patterns during the National Commuter Challenge, making a collective effort to invest in healthier people and a healthier earth.”

The 2008 National Commuter Challenge takes place during Environment Week, June 1-7, 2008, in cities across Canada including Vancouver, Edmonton, Calgary, Toronto, Ottawa, Montreal and Halifax.

Communities and companies with the highest participation rates in the National Commuter Challenge win recognition in various categories. Last year, Calgary won in the category of

'Cities with a Population Over One Million,' while Mountain Equipment Co-op won in the 'National Workplace' category in 2007. Individuals can win prizes donated by many sponsors.

This year, TELUS, a proud sponsor of the National Commuter Challenge, is competing in the National Workplace category. TELUS team members are being encouraged to participate and the company is inviting its customers, partners, suppliers, colleagues, families and friends to participate as well.

"As part of our commitment to 'give where we live,' TELUS is helping individuals and corporations reduce their impact on the environment by encouraging the movement of ideas and information, instead of people and vehicles," says Josh Blair, Executive Vice-President, Human Resources, TELUS. "The Commuter Challenge throws a spotlight on the kinds of individual and environmental benefits that can be obtained by making small changes to our lifestyles, demonstrating how significant and meaningful change can be accomplished through individual effort."

By registering for the Commuter Challenge at [www.commuterchallenge.ca](http://www.commuterchallenge.ca), workplaces, communities and individual Canadians are able to see tangible results of their healthier commutes directly. Each participant receives a "triple bottom line" report at the end of the event, which shows precisely how many kilograms of greenhouse gas emissions they've avoided by leaving their cars at home, as well as the time and money saved. The site also tracks participation rates of workplaces and communities across the country.

A launch breakfast at the ConocoPhillips building in Calgary on May 30 will kick off the 18<sup>th</sup> annual Canadian Commuter Challenge. The breakfast is made possible due to sponsorship from ConocoPhillips Canada which has some of the highest participation rates in past Commuter Challenges, winning in their category two years straight in Calgary.

The Commuter Challenge is co-sponsored by TELUS partner Teletrips, and has the support of the Government of Canada. The [www.commuterchallenge.ca](http://www.commuterchallenge.ca) website and triple bottom line tracking system is managed by Teletrips.

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