



NEWS RELEASE

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May is Smart Trips Month

Be green and save green during Smart Trips Month this May, the month will be filled with fun events and chances to win while making sustainable transportation choices a part of your life.

Spotlighting transit, the First Friday Art Bus will be parked at Market Street and Union Avenue on May 7. A perennial favorite, "How Many Can You Fit in a Fit?" on May 14 will focus on carpooling. Those that choose to bike can learn more during one of several bike clinics or take their knowledge on the road for the many scheduled rides. Walkers can experience a lunchtime greenway walk, UT/Fort Sanders walk with historian and columnist Jack Neely, after-work greenway walk or a walk around New Harvest Park.

Individual awards will be handed out during Smart Trips Month for the longest bike commute, most people in a carpool, most diverse commute, longest walk and sightseeing award. The Commuter Bike Essay contest will award two commuter bikes to the winning essays describing how the winners would use a bicycle as an alternative to a

car. Commuters also can win with Smart Trips Commuter Rewards, check out www.knoxsmartrtrips.org for details on prizes and participation requirements.

May also kicks off the Smart Trips Commuter Challenge, which will continue through the end of September. Details can be found on the new website, www.knoxsplat.com.

If you haven't been splatted, you'll want to be. Photos of participants sporting the Commuter Challenge splat on mugs, window decals, temporary tattoos and more will be featured on the commuter challenge website and will be entered into a monthly drawing for prizes provided by AAA travel of East Tennessee, Bliss, the Knoxville Symphony, the Knoxville Zoo and Magpies Bakery.

Commuter Challenge participants who log at least one green commute a week (22 days or more) will be eligible to win a Magellan GPS, Panasonic Blu-Ray player or \$500 gift card courtesy of Smart Trips and hhgregg. For the Business Challenge, the business with the highest percentage of employees that make at least five green trips during the challenge will win a pizza and cupcake party from Tomato Head and Magpies.

The Be Green, Save Green card rewards those who pledge to leave their car behind and use alternate transportation choices. Through September 30, card holders can enjoy discounts at Mast General Store, Market Square Farmers Market main booth, Coffee and Chocolate, and The Lunch Box.

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