

FOR IMMEDIATE RELEASE

June 30, 2010
Contacts: Kate Lilja
c. 801-232-7908
Gerry Carpenter
801-859-6095

Salt Lake City Challenges Utah Transit Authority to Clear the Air
Official Challenge Begins July 1

SALT LAKE CITY– Today, the Utah Transit Authority (UTA) accepted Salt Lake City Mayor Ralph Becker’s challenge to create a company team to compete in the Clear the Air Challenge, which begins Thursday, July 1. Aimed at eliminating single-occupant vehicle trips through alternative transportation, the 2010 Clear the Air Challenge is a 4-week program focused on increasing public awareness of transportation options with less environmental impacts to our air quality in Utah.

“As a City, we are calling on all residents, businesses and organizations to get involved with this powerful initiative to contribute to cleaner air quality and drive down our miles,” said Salt Lake City Mayor Ralph Becker. “I had little doubt UTA would see the value in a friendly competition between our organizations to motivate everyone to do their part to improve air quality and reach our challenge goals. It will take a collective effort to make a real difference. I believe Salt Lake City employees – and our residents – are up to the challenge.”

The month-long challenge encourages all Utah residents to “Drive Less and Drive Smarter” through TravelWise strategies such as walking, biking, taking public transit, trip chaining and carpooling. This year the challenge aims to engage 10,000 participants to save 2 million vehicle miles and 3.4 million pounds of emissions during the month long campaign.

“As transit experts, we have always been supportive of alternative modes of transportation and are well positioned to support the Clear the Air Challenge,” said UTA General Manager Mike Allegra. “Our employees enthusiastically responded to the Challenge with the creation of a UTA team on the website. We’re ready to do our part for the good of Utah’s air quality.”

Participants who register at <http://www.cleartheairchallenge.org> and set their 2010 goals before July 1 will be entered into a special prize drawing for items that will help with alternative commutes, including bike helmets, Petzl headlamps, UTA day passes, water bottles and tote bags.

Find the challenge on:

- Facebook: <http://www.facebook.com/cleartheairchallenge>
- Twitter: <http://www.twitter.com/cleartheairutah>
- YouTube: <http://www.youtube.com/cleartheairutah>
- Blog: <http://www.cleartheairchallenge.org/blog>

About the Clear the Air Challenge

The 2010 Clear the Air Challenge is a Salt Lake Solutions project created by a Partners Team made up of government entities already working on air quality issues, as well as business, faith, education and other community groups interested in motivating behavior changes to improve Utah's air quality. For questions about the 2010 Clear the Air Challenge, contact Kate Lilja, Salt Lake City Division of Sustainability, at (801) 535-7755 or kate.lilja@slcgov.com

###