

smart**t**commute bike. walk. bus. share.

April 28, 2010

Dear Friend,

Feel like being smart even before you get to work? Then join us for Smart Commute Week's 2010 Commuter Cup Challenge! A friendly workplace competition to encourage co-workers to bike, walk, carpool or ride the bus to work, the Commuter Cup Challenge is a fun way to try out alternative modes of transportation and win cool prizes.

The Commuter Cup Challenge is open to all workplaces in Traverse City. Commuter Cup teams can be made up of the entire workplace, departments or divisions -- you choose! Challenge other businesses, or challenge groups within your own organization. The goal is to increase participation and spread smart commuting fever!

Here are just some of the advantages to participating in the Commuter Cup Challenge:

- Encourage **healthy habits** among employees
- Foster **team spirit** among colleagues
- Reduce your **carbon footprint**, it's all the rage these days!
- **Free up parking spaces** for customers
- Enjoy **interesting carpool discussions!**
- **Be green!**

We'll provide:

- Smart Commute Week **buttons** and a **staff sign-in poster** (you'll know at a glance how many employees participate each day)
- **Information, commuting tips** and a **personal contact** leading up to Smart Commute Week (to help you rally the troops)
- **Free breakfast** stops for commuters each morning of Smart Commute Week

Participating is easy. Just fill out and return the enclosed Commuter Cup registration form. Also enclosed is a two-page Smart Commute Week Info Sheet that outlines other activities of the week-long event. So join the fun and register a team today! **Team captains will be invited to an informational lunch (May 25th at noon) to get Commuter Cup goodies and go over event details.** (Lunch to take place at the office of Gourdie Fraser, 123 W. Front St.) A member of our Smart Commute planning committee will call to follow up to answer any questions you may have.

If you have questions, please call the TART Trails office at 941-4300 or visit www.smartcommuteTC.org.

Sincerely,
TART Trails, Inc.



Missy Luyk
Trail Program Specialist



Choose your way.

Enclosures (2): Commuter Cup Registration Form
Smart Commute Week Info Sheet