



## media release

**For Immediate Release**

**Friday, November 19, 2010**

### **State Farm Insurance Awarded for Environmental Efforts and Initiatives**

**Newmarket, Ontario** – On November 18<sup>th</sup>, State Farm Insurance received the 2010 Smart Commute Central York Employer of the Year Award. Hosted at St. Lawrence Hall in downtown Toronto, the fourth annual Smart Commute Awards acknowledged organizations that participate in the program for outstanding achievement in the areas of commitment, leadership, innovation and results

State Farm Insurance dedicates their time and efforts to providing sustainable transportation solutions for their employees. Their Green Team works closely with Smart Commute Central York (Smart Commute CY) to promote environmental awareness and help reduce the company's carbon footprint. One third of State Farm's employee population carpools to work, and others take public transit and actively commute.

"State Farm partnered with the Smart Commute program over two years ago and has been committed to encouraging sustainable modes of commuting since day one," says Debra Scott, Newmarket Chamber of Commerce President and CEO. "The company has dedicated 100 preferred carpool parking spots that are filled to capacity on a daily basis and staff are continuously working to increase the number of smart commuters in the office. State Farm participates in many GTHA-wide events, including Clean Air Commute Week, during which they saved 226 single occupant vehicle trips in just five days! State Farm strives to keep the environment on both their corporate and employee agendas, and for that reason, we are thrilled that they have won this award."

Smart Commute CY is a program of the Newmarket Chamber of Commerce with funding and support from Metrolinx, York Region and the Town of Newmarket. More than 279,000 kg of greenhouse gas emissions have been prevented and over 18,500 car trips have been eliminated since 2006. Smart Commute CY's 14 organizations represent more than 11,000 employees. For more information about Smart Commute CY visit [www.smartcommutecy.ca](http://www.smartcommutecy.ca).

Smart Commute is a program of Metrolinx and the municipalities in the Greater Toronto and Hamilton area. More than 130 employers with 345,000 employees have signed on to the Smart Commute program. Members of the public can also access services such as the Carpool Zone online ride matching service at [www.smartcommute.ca](http://www.smartcommute.ca).

Metrolinx is an agency of the Province of Ontario. For more information visit their website [www.metrolinx.com](http://www.metrolinx.com).

- 30 -

Rachelle Waterman  
Marketing Coordinator  
Smart Commute Central York  
[info@sccy.ca](mailto:info@sccy.ca)  
905-898-5900, ext. 228



Representatives from State Farm Insurance accept the Smart Commute Central York Employer of the Year Award, pictured here along with members of the Smart Commute Advisory Board and staff. State Farm has a history of being environmentally responsible and dedicates their time and efforts to providing alternative and sustainable transportation solutions for their employees.

L-R, Loy Cheah (Advisory Board), Adrian Barker (Advisory Board), Asher Mercer (Advisory Board), Kristen Macauley (State Farm), Chiah Lanzon-Holman (State Farm), Lou Fiorino (State Farm), Mai Peck (Advisory Board), Dar Sadettan (Smart Commute CY), Rachelle Waterman (Smart Commute CY), Pat Lusink (Smart Commute CY)