

Tuesday, September 21, 2010

## Town of Newmarket Takes Top Honours in *Clean Air Commute Challenge*

**NEWMARKET, ON** – The results are in and Newmarket’s municipal employees took top honours in this year’s Pollution Probe’s *Clean Air Commute Challenge*.

During the annual pollution-awareness campaign, which ran from June 14-18, 43 Town of Newmarket employees participated by adopting the green travel options of Smart Commute – a GTHA-wide program that helps employers encourage their employees to bike, walk, carpool or use public transit as alternatives to driving alone.

Participating Newmarket employees switched to smarter commuting options in 57 per cent of their trips – the highest rate of change out of 67 participating organizations across the GTHA with Smart Commute programs. Taking part in the Challenge enabled staff to cut 93.67 kilograms of CO2 from the air – an amount that would take two newly-planted trees about 10 years to convert back into oxygen.

“Much of this success comes from the strong support for sustainability and environmental stewardship given by the Town’s leadership,” said Pat Lusink, Program Manager of Smart Commute Central York (SCCY). “Green commuting habits have thrived because the Town’s supervisors, managers and senior officers have created a green-minded work environment that encourages alternative transportation options.”

SCCY is a program of the Newmarket Chamber of Commerce with funding and support from Metrolinx, York Region and the Town of Newmarket. SCCY has helped commuters prevent 279,000 kg of greenhouse gas emissions by eliminating over 18,500 car trips since 2006. Fourteen organizations with more than 11,000 employees have signed on to Smart Commute Central York. For more information about Smart Commute visit [www.sccy.ca](http://www.sccy.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).

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