

Retire Your Ride

Canada's Vehicle Recycling Program

RETIRE YOUR RIDE HELPS SASKATCHEWAN BREATHE EASIER ON CLEAN AIR DAY

Regina Car Share Co-operative signs on to Canada's National Vehicle Recycling Program

(REGINA) May 31, 2010 – Whether it's two wheels or four, Retire Your Ride – Canada's Vehicle Recycling Program offers choices that are helping Saskatchewan breathe easier this Clean Air Day. To celebrate, on June 2 at 11 a.m. in the parking lot at *Artesian on 13th* located in Regina at 2627 13th Avenue, Retire Your Ride will be announcing the addition of the Regina Car Share Cooperative to the list of rewards available in Saskatchewan.

"The goal of Retire Your Ride is not only to improve air quality by reducing the number of older cars on the road, but also to promote the use of sustainable transportation," says Jen Antony Retire Your Ride Coordinator with the Saskatchewan Environmental Society. "The program appeals not only to Saskatchewanian's environmental conscience, but provides economic benefit as well. We're supporting the local business community across Saskatchewan by offering participants the opportunity to replace their older, higher polluting with their choice from a variety of sustainable transportation rewards."

In addition to the many other incentives already available such as up to \$1000 worth of transit passes and \$300 cash, Saskatchewan participants can now also choose from up to \$490 off the purchase of a high end commuter bicycle, a \$500 discount off a MEDiChair Mobility Scooter and as of this Clean Air Day, \$550 worth of travel with the Regina Car Share Co-Operative.

"Car sharing offers people an alternative to vehicle ownership. It provides its members with affordable access to a vehicle when they need it, while complementing other more environmentally-friendly means of transportation such as walking, cycling and public transit," says Tracey Briggs, Project Coordinator with the Regina Car Share Co-operative. "The equation is quite straight-forward: the more people choose car sharing over individual ownership, the fewer cars on the road. Fewer cars equates to fewer parking issues, less traffic congestion, and less air pollution."

Retire Your Ride is a national program designed to effectively and efficiently retire 1995 model year or older vehicles in an environmentally responsible manner, in an effort to improve air quality and encourage the use of sustainable transportation. The Retire Your Ride program is delivered nationally by Summerhill Impact, funded by the Government of Canada and supported by a network of experienced regional delivery agents across the country, as well as a national network of automotive recyclers.

Participating in the program is simple. Canadians with vehicles that are 1995 model year or older, in running condition and have been registered and

insured for the last six months can call 1-877-773-1996 or log on to www.retireyourride.ca.

Since last year's Clean Air Day, Retire Your Ride has seen tremendous success, surpassing its goal of retiring 50,000 vehicles. By continuing to offer choices like mobility scooters, bicycles and with the launch of the new Regina Car Share Co-op reward, Saskatchewanians have been provided with further incentive to participate in the program.

The Government of Canada has committed \$92 million to the Retire Your Ride program to help Canadians recycle their older, higher polluting vehicles and make sustainable transportation choices, leading to reduced air pollution and greenhouse gas emissions. The program runs until March 31, 2011.

ABOUT SUMMERHILL

Summerhill is North America's leading market transformation organization, with the mission to develop and execute strategies that move the market toward better choices for consumers and the environment. Summerhill works with over 50 electric and gas utilities across the country and engages more than 40 retailers and manufacturers on various strategic environmental initiatives. Summerhill has extensive experience in running large-scale campaigns that successfully motivate people to take environmental action. With offices in Toronto, Montreal, Regina, and New York, Summerhill has 50 full-time staff and over 2,500 part-time representatives trained for program delivery across Canada and the U.S. Please visit us at www.summerhillgroup.ca.

About Regina Car Share Co-operative - www.reginacarshare.ca

The Regina Car Share Co-operative provides an affordable alternative to owning a car. Members have access to a full-efficient vehicle without the hassles of car payments and repairs, licensing and registration. Carsharing is part of a new transportation model that emphasizes the interconnection of the car with public transit, cycling, and walking. In over 600 cities around the world it is already reducing emissions and gridlock.

About the Saskatchewan Environmental Society -

www.environmentalsociety.ca

The Saskatchewan Environmental Society (SES) is a non-profit, registered charity whose mandate is to work towards a world in which all needs can be met in sustainable ways. Sustainability will require healthy ecosystems, healthy livelihoods and healthy human communities. The SES works with, and on behalf of, communities, organizations, businesses and policy makers to encourage informed decision-making that moves us towards sustainability. We undertake research, and use education, community outreach, consultation opportunities and demonstration projects to provide the people of Saskatchewan the information and tools they need to make and to support these informed decisions. The SES has been active in Saskatchewan since 1970, working on issues such as sustainable energy and climate solutions, water protection, resource conservation, biodiversity preservation, and reduction of toxic substances in the environment.

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