



**MEDIA
RELEASE**

April 24, 2009

RETIRE YOUR RIDE **SASKATCHEWAN REWARDS ANNOUNCED TODAY!**

REGINA - Saskatchewan residents will soon breathe easier thanks to Canada's new vehicle recycling program, Retire Your Ride. Managed by Clean Air Foundation and delivered locally by the Saskatchewan Environmental Society, the program aims to effectively and efficiently recycle 1995 model year or older vehicles in an environmentally responsible manner. This national initiative is an effort to improve air quality and encourage the use of sustainable transportation.

As of today **Retire Your Ride** Saskatchewan is pleased to announce the incentive providers who have partnered with this program. For those who qualify and choose to retire their 1995 or older vehicle through the program the following rewards is currently available:

\$1000 worth of travel with **Saskatchewan Transportation Company**

or

12 monthly transit passes with **Prince Albert Transit** (value \$630)

or

\$300 cash

Saskatoon Transit has agreed to become a partner. Details of their participation will be announced at a later date.

Call **1-877-773-1996** or log onto **RetireYourRide.ca** to apply.

Later in 2009 further incentives such as discounts on new bikes will also be offered.

The Government of Canada has committed to investing up to \$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.

For more information call:

Retire Your Ride, Saskatchewan Environmental Society
(306) 956-2277