



**MEDIA  
RELEASE**

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## ***RETIRE YOUR RIDE*** **WELCOMES CITY OF SASKATOON TRANSIT AS NEWEST PARTNER!**

*Retire Your Ride* Saskatchewan is pleased to announce the latest incentive provider, **City of Saskatoon Transit**, to partner with the program. Saskatoon Transit is offering 6 monthly passes (valued at \$408) to those who qualify and choose to retire their 1995 or older vehicle through *Retire Your Ride*. *Retire Your Ride* is a national program designed and dedicated 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. A **1995 or older model year vehicle produces 19 times more smog-forming emissions than 2004 or newer vehicles**, so it is important that there is a focus on retiring these cars.

With the City of Saskatoon Transit's involvement, the total number of incentive options increases to four since the Saskatchewan launch in April. Incentives vary from \$300 cash to \$1000 worth of travel with Saskatchewan Transportation Company. Since the *Retire Your Ride* program launch in April, 130 cars have applied to be taken off Saskatchewan's roads and receive an incentive reward. This translates to a reduction of 650 kg of pollution!

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

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. *Retire Your Ride* is managed by Clean Air Foundation and delivered locally by the Saskatchewan Environmental Society. The program ends March 31, 2011.

Media inquiries only:  
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