



Community Leaders to Launch Shifting Gears Active Transportation Challenge

Shifting Gears will launch its 2016 challenge with a new grass-roots approach to encouraging citywide participation. The press conference will address the health, environmental, social, and economic benefits of active transportation in our community.

WHO Mayor Daryl Bennett (City of Peterborough) together with Dr. Rosana Salvaterra (Peterborough County-City Health Unit), and Brianna Salmon (GreenUP) will present the challenge. Josh Johnston from Thin City Skateshop will highlight new skateboarding courses, and Hillary Flood, GreenUP Transportation Coordinator, will speak to Shifting Gear's youth engagement strategy.

WHAT Press conference to announce Shifting Gears 2016 launch.

WHEN Wednesday, April 27th, at 11:00am

WHERE Peterborough County-City Health Unit, 2nd floor, Anstruther Lake/Buckhorn Lake Rooms located on 185 King Street, Peterborough ON.4321

WHY The Shifting Gears program is among the most successful transportation demand management initiatives implemented in Canada. Shifting Gears significantly reduces the number of Single Occupancy Vehicle (SOV) trips made during the month of May. Hundreds of workplaces, schools, and community members participate in our Peterborough transportation challenge to build a healthier, more breathable city for everyone.

Contact: Shifting Gears Ambassador: Hillary Flood | GreenUP Transportation Program Coordinator at 705 745-3238 ext. 205



MEDIA RELEASE

For Immediate Release

For Love of City Community Shifting Gears Challenge Launch

Peterborough, ON (April 27th, 2016) The Community Shifting Gears Challenge will officially kick off with an event on April 27th at 11am. The event will take place inside the Peterborough City-County Health Unit, 2nd floor, Anstruther Lake/Buckhorn Lake Rooms located on 185 King Street, Peterborough ON.

This year's annual Shifting Gears Challenge is encouraging the community to rediscover the city on foot, by bike, or as part of a carpool to explore what makes Peterborough unique during the daily commute or trip to the café. Shifting Gears challenges people to walk, cycle, carpool, or ride the bus during the month of May for a chance to win stellar and delicious prizes. All transportation trips count including errands, walks to school, social trips, and appointments. "Shifting Gears has had a considerable impact on the way people travel and interact with our city" says Brianna Salmon, Executive Director at GreenUP. "It's the perfect opportunity for anyone to reinvigorate their sense of belonging and place."

Community members spotted on the streets using active transportation will be highlighted on the program's social media channels throughout May, helping generate a local narrative about citizens and their cityscape.

Shifting Gears was extended beyond the workplace last year, allowing students and community members to participate. All workplace and community participants will have the opportunity to win a number of exciting weekly prizes, giveaways, and a grand prize of \$750 for Resorts of Ontario. The Shifting Gears team will be at the Wednesday Farmer's Market each week during the month of May offering free bike check-ups and giveaways.

Participants will benefit from a range of positive impacts, from better physical and mental health, to improved air quality, lower family transportation costs, and reduced demand on parking spaces. All people living or working in the city of Peterborough can participate in Shifting Gears by signing up at www.peterboroughmoves.com.

Community Shifting Gears is a program of GreenUP, the City of Peterborough, the County-City Health Unit, Wild Rock Outfitters, and BIKE: the Peterborough Community Bike Shop. For more information about Shifting Gears, please visit www.peterboroughmoves.com or contact Hillary Flood at GreenUP, 705.745.3238 ext. 205 or hillary.flood@greenup.on.ca

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