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FOR IMMEDIATE RELEASE

WORLD CAR FREE DAY

Mayor Dave promotes alternative transportation at Madison's World Car Free Day Event.

Madison, Wisconsin, September 22, 2010 - Madison Environmental Group, Community Car and EnAct will be hosting a World Car Free Day event in honor of the International Car-Free holiday. Mayor Dave will lead a walk around the capitol followed by a meet and greet outside of The Old Fashioned Restaurant. Mayor Dave, Sonya Newenhouse, President and founder of Madison Environmental Group and Community Car, John Ribolzi, Vice President of Community Car, and other local heroes will be speaking at the event about the importance of alternative transportation in society today and sharing their own alternative transportation stories.

The Greener Faster Challenge Participants, which are six local families dedicated to reducing their eco-footprint by 40% over the course of a year in honor of the 40th anniversary of Earth Day will be speaking at the meet and greet as well as Amy Klusmeier. Amy Klusmeier is the sustainability intern for the City of Fitchburg and she will be displaying the Commuter Challenge bike trophy presented to the City of Fitchburg by the City of Sun Prairie for winning the Commuter Challenge that took place this summer from July 3rd to September 6th.

At the meet and greet alternative transportation prizes will be raffled including a Schwinn Voyageur GS bike courtesy of Williamson Bicycle Fitness. Additionally a commuter bike accessory kit donated by Planet Bike, a free bike tune up donated by Machinery Row Bicycles, Metro Bus passes and Community Car driving credits will also be raffled off at the event. Refreshments will be provided to all who attend by Willy Street Co-op and The Old Fashioned. The first fifty attendees will be receiving \$20.00 off any \$50.00 purchase coupons to Trek Bicycle Store.

Madison Environmental Group, Inc is a sustainability consulting firm in Madison Wisconsin working on LEED certification for commercial projects. EnAct is a project of Madison Environmental Groups and encourages people to form environmental action teams with their friends, family and neighbors. Community Car is sister companies with Madison Environmental Group and is Madison's first car sharing program.

If you have any further questions, would like more information on this event, or would like to schedule an interview with Sonya Newenhouse or John Ribolzi please contact Anne Nardi at (215) 534-3844 or email at anne.nardi@madisonenvironmental.com.