



For Immediate Release

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Share the Music and the Ride - Find Carpool Partners to the Downsview Park Summer Concerts

TORONTO - Driving to a concert at Downsview Park? Smart Commute is asking music fans to share the ride!

Concert-goers can split the cost of fuel and parking by forming a carpool – a simple process with the help of Smart Commute. Concert goers can choose a concert on the SmartCommute.ca event calendar and create a free Carpool Zone account as a driver or passenger. Carpool matches will be generated between other fans who live in the vicinity or along the route to the show. Send a message to make arrangements to meet and ride together.

Smart Commute is promoting the use of Carpool Zone to kick off a series of events this summer hosted at Downsview Park, starting with The Tragically Hip concert on Canada Day, followed by EDGEFEST '11 on July 9.

Carpool Zone is an online ride-matching service that is confidential, noncommittal and absolutely free. Users can choose who they wish to carpool with and personal information is not shared. Users can decline any request and even choose fellow riders by gender, smoking habits or music preferences. In other words 'You are in control'.

About Smart Commute

Smart Commute is a program of Metrolinx and the municipalities in the Greater Toronto and Hamilton Area (GTHA). To date, 177 employers with more than 430,000 employees have signed on to the Smart Commute program. For more information, go to www.smartcommute.ca.

For use on radio

Driving to the show? Bring some friends or find a ride!
Visit SmartCommute.ca to form a carpool or find more people to share a ride. It's free and confidential.

For use on website (Note for web developers)

Link Carpool Zone to <http://www.smartcommute.ca/en/whats-happening/event-calendar>

For more information, contact:

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Smart Commute – North Toronto, Vaughan works with Downsview Park to ease traffic gridlock, improve air quality and reduce greenhouse gas emissions. We help local employers and commuters explore different commute choices like carpooling, cycling and transit.