

drive less challenge 2010

drivelesschallenge.com • drivelesschallenge@gmail.com

Organizers in Menlo Park, Palo Alto, Mountain View, and Burlingame are hard at work developing the Drive Less Challenge for 2010, which will take place for two weeks starting on Earth Day, April 22nd, and ending May 5th, with an Awards Party at Kepler's in Menlo Park on Friday, May 7th at 7:30 pm.

The Drive Less Challenge encourages the communities of local cities to find alternative forms of transportation for a two-week period to reduce greenhouse gases and raise awareness. Participants are encouraged to bike, walk, carpool, or take public transportation instead of driving. The Challenge is a web-based competition for businesses, schools, faith communities, neighborhood and homeowner's associations, etc. Participants will log their miles saved and learn about how others are participating. They will also receive real time responses showing both individual and community progress.

The Drive Less Challenge team asks for your help as they establish connections within the community. Please reach out to your employers and personal associates to get involved by contacting them or providing relevant information to the Drive Less Challenge team, so that we can provide materials and education to any interested parties.

Project organizers depend on your help for Drive Less Challenge to be successful, so please provide any information that might be useful to the project team at drivelesschallenge@gmail.com at your earliest convenience.

There are four categories of participation that you and your contacts can consider:

- Participation by as many residents and workers in our region as possible
- Publicity through web sites, newsletters, etc. that you have authoring access to
- Prizes for the contest winners, which can, for example, be in the form of \$20 gift certificates
- Sponsorship (which are tax deductible through Acterra, which is the 501(c)(3) organization representing Drive Less Challenge funding and bookkeeping this year)

To make financial contributions to the Drive Less Challenge please visit our web site at drivelesschallenge.com, or, if you prefer, send checks made out to Acterra/MPGRCC to:
Menlo Park GRCC
C/o Acterra
3921 East Bayshore Road
Palo Alto, CA 94301

Sponsors who contribute at the following levels will be acknowledged in our publicity literature, and, as the sooner you contribute, the sooner your acknowledgment will appear, we certainly encourage you to act early:

Platinum:	\$ 4000
Gold:	\$ 1000
Silver:	\$ 300
Bronze:	\$ 25 (individual only)

We are pleased to have received several generous donations and grants already, and we hope to see this list grow in the weeks to come; major sponsors now include Microsoft, Specialized Bicycle Components, Interactive Sciences, Inc., Vinod Khosla, and Jim Baer, a real estate developer from Palo Alto.

Sincerely,

The Drive Less Challenge Team

- Menlo Park Green Ribbon Citizens Committee (<http://menlogreen.typepad.com>)
- Palo Alto Community Environmental Action Partnership (<http://pa-ceap.pbworks.com>)
- Green Mountain View (<http://www.greenmountainview.org>)
- Burlingame Citizens Environmental Council (<http://sustainablesanmateo.ning.com/group/burlingame>)