

## NEWS RELEASE

Distributed June 1, 2018

### Nanaimo to Host its First Commuter Challenge

#### Summary

The City of Nanaimo is pleased to bring the Commuter Challenge to our community from June 3-9, 2018. This national event promotes active transportation such as taking the bus, walking, car sharing, biking or working from home. Similar to Bike to Work Week, celebration stations will be set up throughout the week at various locations in Nanaimo.

Organizations as well as individuals are encouraged to register for the Commuter Challenge online at <http://bit.ly/CommuteNanaimo>.

*Strategic Link:* The Commuter Challenge falls under the Transportation and Mobility Priority in the City of Nanaimo's Strategic Plan to reduce car dependency and increase active transportation.

#### Key Points

- Celebration stations will be located around Nanaimo each day of the Commuter Challenge from June 3-9.
- Participants who register will be entered to win one of two grand prizes; a \$200 gift card to Frontrunners or a \$100 gift card for a Modo Co-Op car sharing rental.

#### Quotes

"This is the first year we are hosting celebration stations for the Commuter Challenge and we are pretty excited about it. We would love to encourage all those who participated in Bike To Work Week to continue cycling for on more week, and invite all those that don't feel like cycling to find their own way of being active while commuting."

Myriam Verzat  
Coordinator

Bike to Work + Walk to School Week and Commuter Challenge 2018 Nanaimo

#### Quick Facts

- Anyone can participate in the commuter challenge using any form of active transportation to commute such as walking, cycling, taking the bus, skateboarding, rollerblading, kayaking, stand-up paddleboarding, etc.
- The benefits of active transportation include increased fitness, ability to spend more time outside, decreasing your carbon footprint, building community and reducing stress.
- The Commuter Challenge coincides with Canadian Environment Week.

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