



FOR IMMEDIATE RELEASE

Contact: Kim Comstock, [Commute.org](https://www.commute.org)

Phone: 650-870-1328

Email: Kim@commute.org

Commute.org Launches 2024 Commuter Challenge with Exciting Enhancements

Level up your commute game and be one of the "Lucky 5" to win a \$250 e-gift card!

SAN MATEO COUNTY, Calif., April 1, 2024: [Commute.org](https://www.commute.org), a leader in promoting sustainable transportation, proudly announces the launch of the 2024 Commuter Challenge. This annual event has been transformed for 2024 to captivate and inspire even more San Mateo County commuters.

Taking place from April 1st to May 31st, the 2024 Commuter Challenge is open to individuals commuting to or from San Mateo County. The objective of the challenge is to get more commuters using modes such as bicycling, walking, carpooling, vanpooling, shuttles, or public transit. This year, commuters are being asked to pledge to explore alternatives to driving alone, offering them the opportunity to win valuable prizes throughout the challenge.

Key highlights of the enhanced Commuter Challenge include:

Seamless Access to Entry: A new, user-friendly pledge form on the [Commute.org](https://www.commute.org) website makes joining the challenge simpler than ever.

Automatic Entry into Prize Drawings: Every participant is automatically entered for a chance to win one of five **\$250 eGift cards!**

Additional Exciting Rewards: Participants who choose to track their commute trips qualify for valuable weekly raffle drawings on the STAR platform, [Commute.org's](https://www.commute.org) online commute planning platform, which can be accessed at my.commute.org.

Engage on social media: Join the #mycommute conversation @smcountycommute on Instagram for even more chances to win prizes by sharing your sustainable commuting journey. This social media campaign helps foster connections, share success stories, and build momentum towards sustainable commuting.

"We are excited to launch the updated Commuter Challenge for 2024," exclaimed John Ford, Executive Director at [Commute.org](https://www.commute.org). "This initiative not only aligns with our mission of promoting sustainable transportation but also reflects our dedication to creating a positive impact on the environment. We invite commuters from all over San Mateo County to join us on this journey towards a greener, more sustainable future."

How to Participate:

Commuters can join the Commuter Challenge by pledging between April 1 – May 31, 2024, on the [Commute.org](https://www.commute.org) website.

About Commute.org:

[Commute.org](https://www.commute.org) is San Mateo County's transportation demand management agency. Its primary objective is to reduce the number of single-occupant vehicle (SOV) trips in San Mateo County, thereby reducing traffic congestion and improving air quality. [Commute.org](https://www.commute.org) receives funding from the City/County Association of Governments of San Mateo County, the San Mateo County Transportation Authority, and the Bay Area Air Quality Management District.

###