



Hamilton CarShare

c/o 3-29 King St. E.
Kitchener, ON N2G 2K4
tel: 905-543-4411
fax: 519-579-2195
info@hamiltoncarshare.ca
www.hamiltoncarshare.ca

For Immediate Release

***Drive for 50* with Hamilton CarShare**

June 3, 2009

HAMILTON – Hamilton CarShare is launching its *Drive for 50* membership campaign during this year's Commuter Challenge event and Clean Air Day. *Drive for 50* is key for Hamilton CarShare—as soon as 50 driving members join the non-profit co-operative, three carshare vehicles will be placed in the community.

While interest in Hamilton CarShare has been steady since its formation a month ago, the co-op has set a goal of reaching 50 members by June 30. With more than 30 people signed up in Hamilton already, the co-op is more than half-way to its 50 member goal.

“Given the energy and attention Hamilton CarShare has received in our community already, I'm feeling very confident we will reach our goal of 50 members by the end of the month,” Simon Geoghegan, a director of Hamilton CarShare, said.

Launching the membership campaign this week is timely for Hamilton CarShare, as carsharing helps improve air quality through reduced tailpipe emissions.

The transportation sector is the largest contributor to air pollution in Canada, with personal vehicle use making up close to half of those emissions. International research shows carsharing reduces driving from between 30 to 50 per cent. As well, each carshare vehicle replaces about 15 privately owned vehicles, and serves between 15-20 drivers. By joining Hamilton CarShare, residents will be reducing the amount of time they spend behind the wheel, as well as the amount of greenhouse gas emissions they are contributing to the atmosphere.

Carsharing co-operatives operate a fleet of vehicles available to members on a self-serve, pay-per-use basis. Reservations for carshare vehicles can be made for as little as 30 minutes, or as long as needed. Members are billed monthly for insurance and vehicle use. Gas and vehicle maintenance costs are included in the co-op's rates.

Carsharing is a great alternative to owning your own vehicle, and reduces overall transportation costs for households.

Hamilton residents interested in joining Hamilton CarShare can visit www.hamiltoncarshare.ca, e-mail info@hamiltoncarshare.ca, or call 905-543-4411.

For more information contact:

Les Szamosvari, Member, Hamilton CarShare
905-528-2865

Dave Steffler, Executive Director, Hamilton CarShare
905-543-4411