



FOR IMMEDIATE RELEASE

Record number of Central Indiana organizations to celebrate and compete on Car Free Day Sept. 20

Hoosiers urged to take online pledge to go car free or car lite

INDIANAPOLIS – August 14, 2019 – Traffic snarls could be missing from the central Indiana roadways for at least one day next month if early participation in the [Car Free Day Indy](#) is any indication. Nearly 50 organizations, including the state of Indiana and cities of Indianapolis and Carmel, are participating in the global event that urges area residents to take a bus, bike, walk, scooter or go “car lite” by carpooling or vanpooling on Sept. 20.

Anyone who takes the online pledge to participate at [CarFreeDayIndy.com](#) is in line to receive great prizes. Organizations that go one step further and join the Car Free Day Corporate Challenge are eligible for additional group prizes.

“Central Indiana loves to compete, so we think adding a corporate challenge is a fun way to mix things up for our fourth year,” said Jennifer Gebhard, manager of the Central Indiana Regional Transportation Authority’s Commuter Connect, which organizes the event. “There’s still plenty of time for companies and organizations to get in on that action.”

The day includes two events – one at Cummins Plaza, 301 E. Market St., from 7a.m. to 9 a.m. and one on Monument Circle from 11 a.m. to 1 p.m. Both will feature music and free food while it lasts. The largest Car Free Day Indy events are in downtown Indianapolis, but the event stretches to the counties beyond Marion and communities, and organizations there might have their own celebrations.

The Corporate Challenge will reward three teams: the largest team by number of employees within the organization; the largest team by percentage of participating employees; and the team that offers the most compelling social media post using the hashtag #CarFreeDayIndy.

“We’ve seen that people who take part in this one-day event realize that it’s easier than they might have thought to carpool or vanpool, or even to give up the car altogether,” said Commuter Connect’s Gebhard. “Our end goal, of course, is to improve air quality in Central Indiana. This is a great way to introduce people to the easy steps they can take to help us do that.”

Participating employers currently include American StructurePoint, Angie’s List, Avison Young, BGI, Bike Indianapolis, Blue Indy, Browning, Census 2020, Citizens Energy Group, City of Carmel, City of Indianapolis, Cummins, Downtown Indy, Earth Charter, Eskenazi Health, Herron High School, Home Advisor, Indianapolis Indians, Indianapolis Power and Light, Indy Chamber, Indy Hub, IndyGo, Infosys, IUPUI, Kronos, Launch Indy, Lev Digital, Lilly, Lime, MIBOR, OneAmerica, Pacers Bikeshare, Pacers Sports and Entertainment (including Bankers Life Fieldhouse, the Indiana Fever, Fort Wayne Mad Ants, Pacers Foundation and Pacers Gaming), Riverside High School, Roche Diagnostics Corp., Rolls-Royce, Salesforce,

Springbuk, State of Indiana, SupplyKick, Sustain Indy, Tinker Coffee, YMCA of Greater Indianapolis and Zylo.

To learn how to add your organization's name to that list, email info@commuterconnect.us.

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About Commuter Connect

Commuter Connect is a federally funded service designed to reduce air pollution and traffic congestion. There is no charge for employers or employees to use Commuter Connect's services. To learn more, visit www.CommuterConnect.us.

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