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FOR IMMEDIATE RELEASE

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**First \$1,000 Cash Prize Awarded to
Measure C Carpool Program Participant**

(Fresno, CA) – The Measure C Funded Carpool Program announced today the first \$1,000 monthly cash winner is Nancy Smith of Reedley, CA. Nancy qualified for the prize by registering and participating in the annual Carpool Program available to all Fresno County residents.

A \$1,000 cash prize incentive will continue to be given away once a month through the duration of the program, July 2009 - July 2010. Since the program launched last month there are 530 carpoolers signed up to participate in the program. All Carpool Program participants qualify to win the monthly prize, as well as grand prize packages to be given away during the final month of the program.

“It’s always great to see Fresno County residents benefit from Measure C and even greater to see them rewarded for doing their part to help clean our air,” said Fresno County Transportation Authority Chair Harry Armstrong. “We look forward to more cash winners who participate in the program and encourage more people to sign up.”

To qualify for the Carpool Program participants must: carpool at least twice a week with at least one person to work or school; carpool to or from Fresno County; register his or her carpool at www.valleyrides.com; complete a Carpool Log at the Web site each week they carpool. Interested participants can also call **(559) 441-RIDE** to register.

The Carpool Program is made possible by the Measure C 1/2-cent sales tax Fresno County voters extended in 2006. The Program is one that resonates throughout the county, resulting in numerous organizations volunteering to partner with the program. The San Joaquin Valley Air Pollution Control District is a sponsoring partner of the Carpool Program as part of its Healthy Air Living initiative.

Participating partners in the program include: California State University, Fresno; San Joaquin Valley Air Pollution Control District; The Fresno Bee; Duncan Enterprises; Kaiser Permanente, Fresno; Dumont Printing; Valley Fig Growers; Golden Living Center, Clovis; City of Clovis; Piccadilly Inn University; United Cerebral Palsy of Central California; University of California San Francisco; and West Hills Community College District.

For full program information or to view carpool success stories, please visit

www.valleyrides.com or call the Council of Fresno County Governments at (559) 233-4148. For more information about Healthy Air Living, visit www.healthairliving.com or call (559) 230-6000.

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